DOCUMENT RESUME

ED 053 562 EM 009 145

AUTHOR	Adams, Paul D.
TITLE	Evaluating Non-Commercial Television: A Case Study. Final Report.
INSTITUTION	Texas Univ., Austin. Center for Communication Research.
SPONS AGENCY	Texas Univ., Austin. Hogg Foundation for Mental Health.
PUB DATE	Apr 71
NOTE	177p.
EDRS PRICE	EDRS Price MF-$0.65 HC-$6.58
DESCRIPTORS	Audiences, Educational Television, Evaluation Techniques, Interviews, Mental Health, *Programing (Broadcast), *Public Television, Questionnaires, Television, *Television Research, *Television Surveys, Television Viewing

ABSTRACT

Public television differs from commercial broadcasting in its assumptions, goals, and approaches. While commercial television seeks the largest possible audience, public television seeks to maximize the effectiveness of a program for a specific audience, not maximize the size of the audience. This study sought to provide a method for determining whether a public television program was meeting its objectives. It used a series of mail surveys, personal interviews, and telephone follow-ups to gauge the effect of an interview show called "The Way People Live" on its audience in the Austin and San Antonio areas of Texas. Surveys, questionnaires, and analyses are fully presented here. Overall, it was found that social and demographic characteristics of viewers and not differences related to program impact most distinguished the audience. Attitudinal items and questions did not predict how frequently a viewer watched the show. (JK)

ED053562

CCR CENTER FOR COMMUNICATION RESEARCH
School of Communication / The University of Texas at Austin / Austin, Texas

EVALUATING NON-COMMERCIAL TELEVISION:

A CASE STUDY

Paul D. Adams

April 1971

EM 009 145

ED053562

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY

Final Report

EVALUATING NON-COMMERCIAL TELEVISION:

A CASE STUDY

Paul D. Adams

Under the Direction of Frederick Williams

Center for Communication Research
School of Communication
The University of Texas at Austin
Austin, Texas

April 1971

ACKNOWLEDGEMENTS

This research was supported by funds from The Hogg Foundation for Mental Health, Austin, Texas.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENTS	ii
LIST OF TABLES	v
LIST OF FIGURES	vi
I. INTRODUCTION AND PROBLEM	1
II. EVALUATION OF PUBLIC TELEVISION	3
Overview	3
Background and Research	3
III. RESEARCH DESIGN	10
IV. METHOD	13
Phase I.A.: Mail Survey	13
Phase I.B.: In-depth Interviews	16
Phase II.A.: Telephone Follow-up Survey	20
Phase II.B.: Final Telephone Survey	23
V. RESULTS	25
Phase I.A.: Mail Survey	25
Phase I.B.: In-depth Interviews	35
Viewer Characteristics	36
General Viewing Behavior and Attitudes	47
Viewing Behavior Towards "The Way People Live"	53
Attitudes about Specific Programs on "The Way People Live"	57

Overall Attitudes Toward Programs on "The Way People Live" 68

"Life Style" Attitudes 88

Suggestions for KLRN 96

Interviewers' Evaluation 97

Phase II.A.: Follow-up Telephone Interviews . 99

Comparisons of Respondents 99

Recent Viewing Behavior 102

Comparisons between Questions in In-depth and Follow-up Interviews 106

Phase II.B.: Final Telephone Survey 116

VI. DISCUSSION 132

Summary of Findings 132

Audience Characteristics and Viewing Behavior 132

Viewer Attitudes 134

Viewer Suggestions 136

Viewer Motives and Program Objectives . . . 137

Implications 138

"The Way People Live" 138

Evaluating Public Broadcasting 142

APPENDICES

A. Phase I.B. Questionnaire 146

B. Phase II.A. Questionnaire 160

C. Phase II.B. Questionnaire 164

SOURCES CONSULTED 168

LIST OF TABLES

TABLE		PAGE
1.	Audience Objectives of "The Way People Live" . .	11
2.	Phase I.A. Mail Survey Questionnaire	15
3.	Interim Report Recommendations for "The Way People Live"	21
4.	Programs Named by Respondents in Phase I.B. Interviews	58
5.	Summary of Univariate Analyses of Variance . . .	73
6.	Programs Named by Respondents in Phase II Surveys	107

LIST OF FIGURES

FIGURE		PAGE
1.	Plot of Affective Response Means on Rating Scales for Each Viewing Frequency Group . . .	72

I. INTRODUCTION AND PROBLEM

In broadest aim this study was an attempt to test a model for evaluating programs on public television. In narrower aim it was an assessment of a locally produced television program entitled "The Way People Live."

One assumption in meeting the above aims was the identification of public broadcasting as a communications technique for achieving specific non-entertainment objectives in audience behaviors and attitudes. From this it follows that one should be able to assess such programs by determining how audience behaviors or attitudes reflect these objectives. The theoretical perspective in this research was a functional approach toward a mass media audience. Communication evaluation was in terms of what people do with what they see on television.

The practical side of the research was an assessment of audience reactions to "The Way People Live," which was a series of 30-minute interview programs broadcast weekly on KLRN television, the Austin-San Antonio station operated by the University of Texas. The series was presented by the station in cooperation with the Texas Association for Mental Health. Winston Bode, public information director for the association, was its producer and host. The program was

originated by Bode in consultation with an advisory committee composed of professionals in the mental health field.

Each program featured discussions with someone who had overcome or adjusted to a personal problem. Typically, guests were persons who had successfully negotiated a familiar crisis: addiction, divorce, retirement, traumatic injury, and so forth. Occasionally the program featured professionals talking about familiar problems and techniques of handling them.

Its producer-host described "The Way People Live" as a "people to people" program, in which guests relate their own experiences in dealing with life's problems and challenges." He outlined its overall aim as to impart mental health information and concepts regarding successful living styles. Specific programs mentioned in connection with the research are described in Tables 4 and 6.

Section II of the report includes a discussion of the task of assessing public television programs, along with descriptions of previous mental health broadcasts and their evaluations. The basic strategy of the research is outlined in part III, and methods and procedures are described in detail in section IV. Part V presents results of the four surveys conducted in the study along with interpretations of each question. The concluding section, VI, is a discussion of the research findings.

II. EVALUATION OF PUBLIC TELEVISION

Overview

Public television differs from commercial broadcasting in its assumptions, goals, and approaches. Yet few methods have been developed to evaluate its unique programming. The measure of success for a commercial program is well-known: an audience is "rated" as to its numerical size and consumer potential. Program effectiveness has evolved into accountability to the advertiser.

A program on public television, rather than striving to be all things to all men, is built around a set of limited objectives designed to maximize its effectiveness for its specific audience, not to maximize the audience itself. It follows, then, that audience potential is not as important as program potential. In other words, a key criterion for public television is: does a program fulfill its objectives for its viewers? Conventional modes of audience research simply are not geared to "rate" the success of public television in meeting these objectives.

Background and Research

Studying the effect of a program on its audience is no new idea. Over two decades ago Kercher, after a study of

the size and composition of the audience for two C.B.S. radio documentaries, suggested "the focus of research should be less on audience size and program ratings, and more upon the impact of the programs upon the public mind."[1] The idea of relating the effect of radio broadcasts to program accountability was expressed by Siepmann:

> Our system of broadcasting is frequently described and justified as being democratic. If this is the fact, then broadcasting is accountable to the public and the public should have the final voice in radio's operation.[2]

Since the advent of television, "public interest" has been the sounding board for countless criticisms of commercial television programming. It was partly in response to such charges that public television was born. The Carnegie Commission on Educational Television noted what its members thought should be the objectives of public television:

> We recognize that commercial television is obliged for the most part to search for the uniformities within the general public, and to apply its skills to satisfy the uniformities it has found. Somehow we must seek out the diversities as well, and meet them, too, with the full body of skills necessary for their satisfaction . . . The utilization of a great technology for great purposes, the appeal to excellence in the service of diversity--these finally become the concepts that gave shape to the work of the commission. In the deepest sense, these are the objectives of our recommendations.[3]

---

[1]Leonard C. Kercher, "Social Problems on the Air: An Audience Study," Public Opinion Quarterly, II (Fall, 1947), p. 411.

[2]Charles A. Siepmann, Radio, Television and Society, (New York: Oxford University Press, 1950), p. 69.

[3]Carnegie Commission on Educational Television, Public Television: A Program for Action (New York: Bantam Books, 1967), p. 21.

Many comments on program impact research have been coupled with criticisms of the television ratings system. These have been the subject of debate for a number of years and are not of central concern here. However, one of the most recent criticisms--and one which points up the need for program evaluations of the type attempted here--is from Federal Communications Commission chairman Nicholas Johnson. He makes the provocative suggestion that television companies and advertisers be made legally liable in order to intensify the networks' concern about the quality and impact of their programming.[1]

The purpose of public television evaluations is to allow decisions on programs to be "made on the basis of their qualifications to fulfill the needs, tastes, and desires of the community served."[2] The central question is: How and what kind of evaluative model should be employed to obtain these data?

One approach might be to use a method outlined some years ago by the British Broadcasting Corporation in connection with radio program evaluations:

> The place of listener research with the BBC can only be freed from all ambiguity by stating unequivocally that even if it revealed a majority of the public were

---

[1]Nicholas Johnson, How to Talk Back to Your Television Set, (Boston: Little, Brown and Company, 1970), p. 186.

[2]Harry J. Skornia and Jack William Kitson, eds., Problems and Controversies in Television and Radio, (Palo Alto, Calif.: Pacific Books, 1968), p. 461.

> opposed to a policy being pursued by the BBC in a particular matter, or disliked a series of broadcasts which was on the air, that would not in itself be considered a valid reason why the policy should be reversed or the programs withdrawn. This is not to say that the listener research findings would be ignored, they would be considered with utmost care and weighed with other considerations which were relevant. But the decision, when taken, would be a responsible decision, come to in the light of what was considered ultimately to be in the best interests of the public and the service.[1]

A more objective procedure in line with the goals of public television might be to replace ratings and intuitive judgment with scientific data about audience attitudes. Wilson sketched such a model some years ago:

> The first step in this effectiveness research has been to outline in consultation with the producer the objectives of the documentary. Next, the script is subjected to an intensive content analysis . . . and these points are then converted into questions of fact and opinion . . .[2]

Some insight into evaluation problems and procedures may be gained by looking at previous broadcast programs about mental health and how they were assessed. Most of the studies which follow were concerned with describing the program and not evaluation, so reports in this connection are sparce.

Steiner described the program, "How's Your Mental Health," broadcast over Chicago's WGN in 1934, and a radio

---

[1]Report of the Broadcasting Committee (London: His Majesty's Stationery Office, CMD, 8116, 9195; 1949), quoted in Evaluation of Statistical Methods Used in Obtaining Broadcast Ratings: Report of the Committee on Interstate and Foreign Commerce, H. R. Rep. No. 193, 87th Cong., 1st Sess. (1961), p. 10.

[2]Elmo C. Wilson, "The Effectiveness of Documentary Broadcasts," Public Opinion Quarterly, XII (Spring, 1948), pp. 19-29.

program, "Psychologically Speaking," over WVED in New York in 1954. The objectives of the programs essentially were to impart a "point of view, a way of looking at life, an approach to emotional responses which we consider to be healthy."[1] She reported an attempt in 1953 to evaluate "How's Your Mental Health" by asking listeners to fill out a one-page questionnaire, which could be submitted anonymously, as to why they listened and whether they had solved any personal problems through the program. Responses were used to subjectively assess the program's effectiveness in terms of the functions it fulfilled for the viewers.

McKinney and Hillix described a year long commercial television series on personal adjustment which differed in form from "The Way People Live," but which had similar basic objectives.[2] For evaluation they relied mostly on mail responses and personal contacts by viewers. A University of Missouri sociology class undertook a survey to determine the characteristics of the program's audience and their reactions to it.

> Fifty viewers were interviewed from the economic groups representative of the community. Eighty-two percent had seen the program and sixty-four percent knew

---

[1]Lee R. Steiner, "The Use of Radio as a Medium for Mental Health Education," The International Journal of Group Psychotherapy, IV, (April 1954), pp. 204-09.

[2]Fred McKinney and W. A. Hillix, "A Personal Adjustment Television Program," The American Psychologist, II (December, 1956), pp. 672-79.

> the name of the principal participant. There was an attempt to discover whether the viewers could recall ideas presented on the program. Viewers were ranked as high, medium, or low in terms of their tendency to recall the program contents. Forty-eight percent fell into the first two categories.[1]

Evans described the evaluation of a series of televised psychology programs broadcast in 1953 over Houston educational station KUHT.[2] He pointed out that the relevant questions in such an evaluation were 1) how many people watch? 2) are there any significant effects on viewers? and 3) what can be done to improve the effectiveness of such programs? A comprehensive evaluation of the program was accomplished through a set of questionnaires administered to a viewer panel, which had been set up to be representative of the entire audience. Results suggested that activity patterns of frequent viewers might differ significantly from those of non-viewers. A later study along these lines revealed no differences between incidence of viewing KUHT programs and socioeconomic characteristics or personality variables.[3] The frequent viewer was found to prefer informational activities such as attending lectures or reading nonfiction, whereas the infrequent viewer

---

[1]Ibid., p. 674.

[2]Richard I. Evans, "Social Psychology on Television: Experimental Programming," The American Psychologist, XII (August, 1957), pp. 531-32.

[3]Richard I. Evans, "A Psychological Investigation of a Group of Demographic, Personality, and Behavioral Variables as They Relate to Viewing Educational Television," Journal of Applied Psychology, XL (1961), pp. 25-29).

preferred social activities like going to parties and playing cards. Data also suggested that frequent viewers tended to discuss the programs more than infrequent viewers and also were more inclined to feel the programs had helped them in some way.

In this study the goal was to examine a wide spectrum of audience characteristics and attitudes with a view to relating data to the program's objectives. The strategy of the research is outlined in the following section, and the methods and procedures used are described in detail in part IV.

III. RESEARCH DESIGN

The evaluation of a public television program necessitates the formalization of its goals in order to have criteria against which results can objectively be measured. Preliminary steps in the study were to prepare, in a series of consultations with the program's producer, audience objectives of "The Way People Live." The approach was to outline objectives as a set of functions which the producer intended the program to fulfill for viewers. Seven functions eventually were identified and defined in terms of mental health concepts (see Table 1).

These objectives then were converted into response categories for two structured questions asked during the in-depth interviews. The first question was designed so viewers could select these statements, from among others in a set of cards, as reasons they watched "The Way People Live," or as reasons they did not watch the program. The second question was designed to measure the degree to which these functions were manifest as affective attitudes among respondents as they watched a specific program. The intent of both questions was to measure viewer motivations for watching the program in terms of the seven functions.

TABLE 1

AUDIENCE OBJECTIVES OF "THE WAY PEOPLE LIVE"

Identification: Furnish "people to people" communication regarding personal crises by airing individuals' stories of struggle and growth; present values and perspectives for understanding and contending with the normal "ups and downs" of mental health. Put mental ill health into the societal context, emphasize that real help in mental illness can come through contact with others, sometimes on a very elemental level.

Confrontation: Make the viewer more comfortable in the possibility of being confronted with the fact of mental ill health in himself and others and in discussing it both in specific instances and in general. Make him see mental ill health as something that is preventable, if not preventable, reversible; and if not entirely reversible, capable of being ameliorated through intervention.

Motivation: Help those affected by a particular problem find courage to face or overcome it by showing mental ill health as a natural event in the incessant balancing act of adjustment, of trying to accommodate oneself to one's environment.

Introspection: Provide new perspectives and insights into one's behavior; help lower personal thresholds of guilt and anxiety by enabling one to understand hidden impulses and feelings; disseminate concepts of mental health which will aid in psychological introspection of one's self and family.

Practical Information: Pass on layman's information which might aid in recovery from or adjustment to a personal setback; articulate emotional problems in a rational way, offering alternatives for solving a dilemma and conceptualizing mechanisms for coping with problems.

Empathy: Present realistic images of one's fellow men and enlighten people about the inner workings of those about them; build sympathy and understanding for others and urge the adoption of a charitable viewpoint about the behavior of others and even one's self.

Education: Provide a bridge between laymen and professionals in the mental health field; give professionals materials for psychological processing; take the stigma, black magic, emotionalism, and condemnation out of mental ill health; offer the concepts and perspectives of mental health as normal topics for the layman's daily conversation.

Besides these two items on the Phase I.B. questionnaire, questions of an open-response variety were included to determine what additional functions viewers felt the program fulfilled for them. The remaining items on the questionnaire were measures of other viewing behaviors and attitudes and questions to determine the personal and socioeconomic characteristics of audience members.

Rationale of specific items are included in the methods section of the report and among interpretations in the results section. In all cases an important question in the research design was: Would frequency of viewing "The Way People Live" show differences with these other measures, especially those relating to program objectives? Whenever possible, results to a question were cross-tabulated with results to an item on incidence of viewing.

IV. METHOD

Data gathering operations were divided into two phases, each of which included two surveys. Phase I consisted of (A.) a mail survey to identify a viewing audience for "The Way People Live," and (B.) in-depth interviews with a sample of those viewers. Phase II was composed of (A.) a telephone follow-up survey of those audience members interviewed in-depth and (B.) a telephone survey of those viewers who had not been interviewed previously.

Phase I.A.: Mail Survey

Efficiently and inexpensively locating a sample of viewers is one of the primary problems in evaluating a program on public television, which by its nature is aimed at small audiences. For all practical purposes such a situation precludes random sampling within a metropolitan viewing area. To meet the objectives of this study an alternate method was chosen, which consisted of soliciting viewers of "The Way People Live" from the list of subscribers to The Schedule, KLRN's program guide. In early August 1970 the names of 1,800 subscribers whose addresses had Austin zip codes were drawn from the station's master list.

A one-page questionnaire was prepared which contained 10 items about the viewing behavior and attitudes of this KLRN

audience (See Table 2). Besides these queries the questionnaire asked if viewers of "The Way People Live" would agree to be interviewed, and would include their names and addresses. The questionnaire was pretested in late August through a small sample mailing to viewers drawn at random from the subscriber list. The final version of the questionnaire and accompanying prepaid return envelopes were mailed on September 8. A total of 467 persons, or 26 percent of the 1,800, returned completed questionnaires. Of this number 215 said they had watched the program, and 165 agreed to be interviewed.

Although most of the replies were returned within a few days after the mailing, others were received sporadically up to October 15, when the final analysis was performed. The 12 questionnaires returned after this date were not included in the analysis, but names of seven respondents who agreed to be interviewed about "The Way People Live" were added to the list of potential interviewees. Only two of the total number of returned questionnaires were omitted because of obviously falsified responses. Item number seven on the questionnaire, "Of recent shows, which did you like best and why?", was misinterpreted by many respondents as referring to KLRN programs in general and not to "The Way People Live." For this reason it was omitted from the analysis.

As questionnaires were received, data were coded into response categories. Two coders were employed, and because questions were few and categories relatively discrete, no coder reliability was computed. Instead, the project director made

TABLE 2

PHASE I.A. MAIL SURVEY QUESTIONNAIRE

The University of Texas at Austin
Center for Communication Research
Austin, Texas 78712

Dear KLRN Viewer:

Your ideas about television, particularly the Channel 9 program, "The Way People Live," are important in a study we are conducting. Please fill out this sheet and return it in the enclosed prepaid envelope. If you would talk to us personally concerning your ideas about the program, include your name, address and phone number. We will then get in touch with you.

1. How many operating television sets do you have in your home? (CIRCLE CORRECT NUMBER) 1 2 3 4 5 6 7 8 9 10

2. About how many hours per day do you watch television? (CIRCLE CORRECT NUMBER) 1 2 3 4 5 6 7 8 9 10

3. What television programs do you usually watch?

4. What station do you watch the most? (CIRCLE ONE BELOW)
KTBC, Ch 7 KLRN, Ch 9 KHFI, Ch 42 Other_____

5. What programs do you watch on KLRN television, Channel 9?

6. How often do you watch "The Way People Live"?
(CIRCLE) Regularly Occasionally Seldom Never

7. Of recent shows, which did you like best and why?

8. How could the program be improved so you would watch more often?

9. What are your main reasons for watching "The Way People Live"?

10. What are your main reasons for <u>not</u> watching?

Name_____ Phone number_____

Address_____

a frequent check of coding. Data from a total of 453 questionnaires went into Phase I.A. analysis. Cross-tabulations of question data and interpretations of the results are included in the results section of this report.

Phase I.B.: In-Depth Interviews

As discussed earlier, the first step in this part of the study was to identify, in consultation with the program's host, audience objectives of "The Way People Live" (see Section III). The next step was to construct a questionnaire to reflect viewer attitudes in terms of these objectives as well as to gather data on audience characteristics. Questions were designed to cover six areas: 1) viewer characteristics, 2) general viewing behavior and attitudes, 3) viewing behavior toward "The Way People Live," 4) attitudes about specific programs in the series, 5) overall attitudes toward programs, and 6) "life style" attitudes. In addition to these questions one item was included on viewer suggestions concerning KLRN and three items on which interviewers rated the interview.

With these goals in mind a pilot version of the questionnaire was tested on a number of persons not on the interview list but known to have watched "The Way People Live." The testing permitted the omission of those questions which might be ambiguous or offensive to the interviewee. It also allowed the editing, revision, and selection of items so that the personal interview period would require approximately 30 minutes. The final version of the questionnaire is included in Appendix A.

A major feature of the interview questionnaire was its broad range of question types and the personal nature of items relating to mental health. Because of the latter, the questionnaire included along with questions several statements intended to reassure the interviewee that he would remain anonymous. Each person was assigned a case number and only that identification was used on the questionnaire form.

Interviews began as soon as a preliminary list of viewers was compiled from responses to the mail survey. Respondents, or "self-selected" viewers, had been classified by the frequency they reportedly watched "The Way People Live": regularly, occasionally, or seldom. An attempt was made to include an equal proportion of each category in assignments to interviewers, although the relatively short list of regular viewers was quickly exhausted. The objective was to interview as many of the viewers as possible during the interview period, from September 10 to September 30.

In addition to self-selected viewers identified through the mail survey, the interviewee list included some viewers identified in other ways as well as persons asked to watch the program. In early August a request for viewers was made 1) through a short statement included at the end of the August 15 program of "The Way People Live" and continued for two shows; 2) through a sentence appended to several of the program's newspaper advertisements; 3) through the distribution by the show's host of especially prepared cards to viewers he encountered, and 4) through a check of letters about the program

written to KLRN. Unfortunately, only one self-selected viewer was located who was not already on the list of KLRN subscribers. Another person who called in response to the newspaper advertisements had never seen the show, but agreed to watch and then be interviewed about it. Six other such "project-selected" viewers also were asked to watch the program.

Five persons, two college students and three recent college graduates, were employed as interviewers. Their average age was 22, and only one was male. Interviewers were paid $3.00 per interview, including $5.00 for attending a one-hour training session given prior to field work.

At the training session each interviewer was given a packet of interviewing materials, including blank forms and written instructions on interviewing techniques. Each item on the questionnaire was discussed at length, and methods of handling difficulties were outlined. Interviewers were cautioned against falsifying data or violating procedures.

Since the questionnaire included statements intended to reassure hesitant respondents, and because face-to-face contact was considered essential to elicit answers to many of the questions, respondents were not allowed to read a copy of the questionnaire while the interviewer was filling out his. Interviewers were to become familiar enough with items so that a minimum of reference to the questionnaire would be necessary during the interview.

Interviewers were instructed to contact respondents beforehand for an appointment. Interviews took place in the

respondent's home, place of work, or at a mutually convenient site. Altogether 62 interviews were completed during the 20-day period. These represented 55 self-selected viewers and seven project-selected ones. Only one respondent was considered openly hostile to the interviewer. Since his replies were considered untrustworthy, that questionnaire was not included in the analysis.

Coding of in-depth questionnaires was conducted as they were returned by interviewers. Because of the large number and personal nature of items in the questionnaires, the degree of reliability was computed among the three coders. Each was asked separately to code the same three interview questionnaires which had been selected at random from the 61. Two coders placed responses in the same categories 94 percent of the time, while coding of the third differed from the others' by 20 percent. It was necessary to re-code the questionnaires processed by that coder before beginning the analysis.

Following preliminary analyses of Phase I data, preparations were made to begin Phase II of the project. As explained earlier, the objectives of this phase were to (A) re-interview respondents from Phase I.B. to determine if there had been shifts in attitudes as a result of changes in "The Way People Live," and (B) gather data on the behavior and attitudes of program viewers previously identified but not interviewed in Phase I.

On October 12 a meeting was held to give the producer-host of "The Way People Live" initial feedback on Phase I results. An interim report subsequently was prepared which contained program recommendations based on the interview findings (See Table 3). Implications of this feedback could not be immediately incorporated into succeeding programs, since those for November had been videotaped a month in advance. In order to give viewers an adequate opportunity to see programs into which changes had been effected, it was decided to begin Phase II in January. Several changes relating to recommendations were made in those programs preceding Phase II. Major changes were a greater variety in topics and guests and a different set.

Two surveys were conducted in connection with the Phase II objectives outlined above: (A) a telephone follow-up survey of Phase I.B. interviewees, and (B) a telephone survey among viewers remaining on the interviewee list. Surveys ran concurrently for a month beginning January 1.

Phase II.A.: Telephone Follow-Up Survey

To meet the goals of this survey a 16-item questionnaire was designed which contained two sets of questions. Ten items relating to attitudes about "The Way People Live" were taken verbatim from the in-depth questionnaire used in Phase I.B. The second set of items regarded attitudes about programs watched since the in-depth interviews. The questionnaire was pretested through calls to several viewers. A copy of the final version is included as Appendix B.

TABLE 3

INTERIM REPORT RECOMMENDATIONS FOR

"THE WAY PEOPLE LIVE"

A. Greater variety should be instituted into the program's production, set, and format.

   1. Film clips of the guest outside the studio setting should be used to increase viewer identification and to illustrate concepts of "successful living." Interviewing also should be done, when possible, outside the studio.

   2. The set should be changed frequently to insure a variety of seating arrangements and visual backgrounds. Creative camera work (such as overhead cameras) should be used when possible, but especially during lengthy studio interviews.

B. More publicity should be generated about the guests. The KLRN schedule should include a brief explanation of each guest's problem and how it relates to potential viewers.

C. A wider range of variety among guests should be a major consideration.

   1. More "common" people with more widespread problems should be featured. Topics might be "divorce," "marriage (in general)," or "getting along on the job."

   2. Shows on the problems of youth have proven extremely popular and should be extended to cover youth from varied backgrounds.

   3. Continued emphasis should be placed on problems of the elderly, but with broad topics like "living alone," or "growing old gracefully."

   4. Use of extraordinary or well-known personalities would be beneficial in terms of publicity and audience size (e.g., a tattooed lady or an astronaut).

D. The possibility of changing the broadcast times should be investigated. Network competition during the Wednesday night "prime time" spot cuts heavily into the audience portion of younger and less educated viewers; the 6 p.m. Saturday time is inconvenient to many.

TABLE 3 --Continued

E. Recommendations concerning the program's host:

1. The host should talk openly during the program about mental health concepts and encourage his guest to do likewise, thus illustrating the program objective that mental health should be out in the open.

2. He should state definite conclusions during the program in terms of successful mental health, so viewers can identify and interpret the content in the context of their own lives. The guest's attitude should be related to "everyday" living.

3. The host should be thoroughly familiar with the guest's background and problem.

4. The guest should be guided into drawing general conclusions about how to adjust to or overcome a problem. Where necessary the host should probe more deeply into the feelings and attitudes.

5. Near the end of the show the host should summarize how the specific mental health concepts on that program could be applied to a broad base of common problems.

Telephone interviewers for both surveys in Phase II were two coders employed during Phase I.B. Their ages were 21 years; one was female, the other male. Before conducting interviews both received a thorough briefing from the project director on techniques of interviewing by telephone. They were paid at the rate of $1.00 for each completed interview and 25 cents for each viewer called otherwise. A check of reported calls was made following the surveys. An equal proportion of "regular," "occasional," and "seldom" viewers was assigned to each interviewer. There were no requirements as to the time of calling, and an average interview call took about 15 minutes.

Attempts were made to contact all 61 respondents from the in-depth interviews. Five viewers had moved since September and another was unable to be reached despite several attempts. Eventually, 55 of the original 61 interviewees were contacted.

Phase II.B.: Final Telephone Survey

The second Phase II survey had the goal of attempting to contact all viewers of "The Way People Live" identified in the Phase I.A. survey, but who had not been interviewed during Phase I.B.

The questionnaire was a 21-item reduced version of the instrument used in the in-depth interviews. A copy is included as Appendix C. Interviewers and survey procedures were the same as for the Phase II.A. survey.

At this point there were 125 names remaining on the list of viewers. Of these, 96 were contacted through the

Phase II.B. survey. The remaining 29 could not be reached; 13 had either moved from the area or had changed telephone numbers, and 16 could not be contacted by telephone despite repeated attempts. Of those persons contacted, 17 refused to be interviewed, and 41 declined because they had not seen "The Way People Live" enough to be able to talk about it. Full interviews were thus obtained with only 38 of the 125 people.

The next section of the report details the results of the four surveys. A summary of the findings are presented in section VI (page 132).

V. RESULTS

Phase I.A.: Mail Survey

As described earlier the mail survey was undertaken to find viewers of "The Way People Live" and also to gather preliminary data on viewing habits and attitudes. Of the 1,800 questionnaires mailed to subscribers to the KLRN program guide 467 were returned, and all but 14 of these were included in the analysis.[1] In order to explore for relationships between viewing incidence and audience characteristics and attitudes, responses to all questions in the mail survey were cross-tabulated with responses to a question indicating frequency of viewing "The Way People Live." Each question (in italics) is included below in the form it appeared on the questionnaire. Cross-tabulations follow questions.

---

[1]Discrepancies between totals in tables and the total responses used in the analysis is due to the omission of "No Response" categories from results.

How often do you watch "The Way People Live"? (Question 6)

FREQUENCY	PERCENT OF RESPONDENTS
Regularly	06%
Occasionally	20
Seldom	22
Never	52
Total (n)	(435)

Interpretations: In all, slightly less than half of the respondents had seen "The Way People Live," and among these almost half were infrequent viewers.

How many operating television sets do you have in your home? (Question 1)

VIEWING FREQUENCY	NUMBER OF TELEVISION SETS 1	2	3	4+	Row Total (n)
	(row percentages)				
Regularly	54%	33	08	05	(24)
Occasionally	57	34	09	00	(86)
Seldom	52	33	13	02	(97)
Never	47	36	11	06	(222)
Total (n)	(217)	(149)	(47)	(16)	(429)
Row %	50%	35	11	04	

Interpretations: Roughly half of the homes surveyed had more than one television set. A chi-square analysis of program viewing frequency and the number of television sets in the home showed no significant relation ($\chi^2 = 1.89$; reduced d.f. = 2; $p = .61$).

About how many hours per day do you watch television? (Question 2)

VIEWING FREQUENCY	HOURS OF TV VIEWING PER DAY (row percentages) 0 to 2 hrs	3 or more	Row Total (n)
Regularly and Occasionally	36%	64	(110)
Seldom	53	47	(98)
Never	69	31	(227)
Total (n)	(248)	(187)	(435)
Row %	57%	43	

Interpretations: The modal category of amount of television viewing was two hours (28% of all respondents), followed by the one hour category (27%). A chi-square analysis indicated a significant relationship between incidence of viewing "The Way People Live" and hours of reported television viewing per day ($\chi^2 = 32.46$; reduced d.f. = 2; $p < .01$). In brief, people who tended to watch the program more often also tended to do more overall viewing of television.

What television programs do you usually watch? (1st and 2nd choices) (Question 3)

VIEWING OF "THE WAY PEOPLE LIVE"

FIRST PROGRAM CHOICE	Regular	Occasional	Seldom	Never	Total (n)	Col %
	(column percentages)					
Comedy	00%	07	02	04	(15)	04
Musical	00	01	03	03	(10)	02
News	60	62	61	61	(238)	61
Sports	00	04	02	08	(22)	06
Movie or Drama	05	05	10	05	(25)	06
Other	35	21	22	19	(82)	21
Column Total (n)	(20)	(75)	(92)	(205)	(392)	

VIEWING OF "THE WAY PEOPLE LIVE"

SECOND PROGRAM CHOICE	Regular	Occasional	Seldom	Never	Total (n)	Col %
	(column percentages)					
Comedy	13%	02	04	04	(12)	04
Musical	07	08	07	12	(30)	09
News	13	18	21	14	(52)	17
Sports	00	13	20	25	(62)	20
Movie or Drama	20	11	18	18	(52)	17
Other	47	48	30	27	(103)	33
Column Total (n)	(15)	(62)	(76)	(158)	(311)	

Interpretations: News was the modal category among first choices of programs (named by 61% of respondents). The second largest category was "other," reflecting a diverse interest

among respondents in the type of television shows they usually watched. This marked interest in programs more diverse than the usual was emphasized by second choices of programs, where "other" was the modal category among respondents (33%).

A chi-square analysis of viewing frequency of "The Way People Live" and first program choices dichotomized into news and non-news categories was not significant ($\chi^2 = .36$; reduced d.f. = 2; $p = .84$). A second analysis of viewing frequency and second program choices also was not significant ($\chi^2 = 2.53$; reduced d.f. = 2; $p = .28$). Thus, viewing frequency had no relationship to whether respondents chose news or non-news programs.

What station do you watch the most? (Question 4)

VIEWING FREQUENCY	STATION WATCHED MOST (row percentages) KTBC or KHFI	KLRN	Row Total (n)
Regularly and Occasionally	57%	43	(73)
Seldom	73	27	(60)
Never	85	15	(161)
Total (n)	(223)	(71)	(294)[1]
Row %	76%	24	

Interpretations: Of the three local stations, KTBC had the largest viewing audience among respondents (50%). KHFI led KLRN by only one viewer. Chi-square analysis showed a

---

[1]Responses giving combinations of stations were omitted from the analysis.

significant relationship between the frequency viewers saw "The Way People Live" and what television station they watched the most ($\chi^2 = 21.1$; reduced d.f. = 2; $\underline{p} < .01$). People who least often watched "The Way People Live" also tended to watch KLRN relatively less often than did other respondents.

What programs do you watch on KLRN television, Channel 9? (1st and 2nd choices) (Question 5)

	FIRST CHOICE OF KLRN PROGRAMS			
VIEWING FREQUENCY	Public Affairs (row percentages)	Discussion	Other	Row Total (n)
Regularly and Occasionally	24%	21	55	(71)
Seldom	32	26	42	(71)
Never	21	24	55	(115)
Total (n)	(64)	(60)	(133)	(257)
Row %	25%	23	52	

	SECOND CHOICE OF KLRN PROGRAMS			
VIEWING FREQUENCY	Public Affairs (row percentages)	Discussion	Other	Row Total (n)
Regularly and Occasionally	27%	45	28	(56)
Seldom	31	28	41	(54)
Never	26	12	62	(84)
Total (n)	(54)	(50)	(90)	(194)
Row %	28%	26	46	

Interpretations: Five programs among all those KLRN was broadcasting in September were most popular with viewers in this sample. Top rated shows and the percent of respondents

naming them as their first choices were: "Evening News," 18%; "Firing Line," 16%; "Forsythe Saga," 15%, and "Boston Pops" and "Sesame Street," each with 9%. Among second program choices "Firing Line" was most popular with 13%, followed by "Boston Pops" with 11%, and "Forsythe Saga" and "Evening News," each with 9%. "The Way People Live" was rated a first choice by 3% of the respondents and as a second choice by 4%.

Chi-square analyses were computed between incidence of viewing "The Way People Live" and choices among KLRN programs grouped into the categories public affairs, discussion shows, and others. There was no significant relationship between viewing frequency and first choices of programs in the three categories ($\chi^2 = 4.36$; reduced d.f. = 4; $p = .36$). However, when viewing frequency and respondents' second choices of programs among the three types were compared, the analysis yielded a significant value ($\chi^2 = 23.01$; reduced d.f. = 4; $p < .01$). In sum, the data indicated that how often respondents watched "The Way People Live" had no relationship with whether their first choice of KLRN programs was public affairs, discussion shows, or others. When it came to second program choices, the data showed a pattern in which more frequent viewers of "The Way People Live" tended to prefer discussions over other types of KLRN programs.

How could the program be improved so you would watch more often? (Question 8)

VIEWING FREQUENCY	SUGGESTED IMPROVEMENTS: Changes Outside The Program (row percentages)	SUGGESTED IMPROVEMENTS: Changes Within The Program (row percentages)	Row Total (n)
Regularly and Occasionally	64%	36	(25)
Seldom	31	69	(16)
Total (n)	(21)	(20)	(41)
Row %	50%	50	

Interpretations: Some 17% of the 88 respondents replying to this question were of the opinion that "The Way People Live" could not be improved. Other categories were a "different time for the program," 15%; "better reception," 11%; "format changes," 9%, and "changes in the host," 7%. Other suggested improvements varied widely.

For the analysis responses were grouped into 1) those improvements related to changes outside the program, such as better reception, different program time, and the like, and 2) those related to improvements within the program, as illustrated by "format changes" or "changes in the host." When viewing frequency was compared to the dichotomy of categories, chi-square was not significant ($\chi^2 = 3.77$; reduced d.f. = 1; $p = .08$). Although chi-square did not quite reach significance, data revealed a clear pattern between viewing frequency and types of suggested changes. The more frequent viewers suggested improvements outside the program more often than infrequent viewers, who tended to suggest changes within it.

What are your main reasons for watching "The Way People Live"? (Question 9)

	VIEWING FREQUENCY				
REASONS FOR WATCHING	Regular	Occasional	Seldom	Total (n)	Col %
	(column percentages)				
Interest in people	5%	16	2	(23)	24%
Practical information	5	4	0	(9)	09
Identification	2	5	1	(8)	08
Insight	0	6	1	(7)	07
Inspiration	4	2	0	(6)	06
Personal interest	0	3	3	(6)	06
All other	6	18	13	(37)	38
Column total (n)	(22)	(54)	(20)	(96)	

Interpretations: "Interest in people" was the modal category among reasons for watching "The Way People Live" (24% of the respondents). Practical information and the nominal mental health concepts identification, insight, and inspiration were in the 6 to 9% range. All other reasons combined accounted for 38% of respondents' replies. Reasons were dichotomized into "interest in people" and "other," and viewing frequency divided into "regular-occasional" and "seldom" categories. A chi-square analysis between the two dichotomies was not significant ($\chi^2 = .76$; reduced d.f. = 1; $p > .30$). Thus, differences in viewing incidence were not related to whether respondents watched "The Way People Live" because of "interest in people" or for other reasons.

What are your main reasons for not watching? (Question 10)

REASONS FOR NOT WATCHING	VIEWING FREQUENCY (column percentages) Regular	Occasional	Seldom	Never	Total (n)	Col %
Lack time	5%	20	19	24	(68)	21%
Poor reception	2	1	2	19	(24)	07
Unaware of program	0	1	2	60	(63)	20
Conflict with other TV	0	5	8	5	(18)	06
Other personal reasons	3	10	6	17	(36)	11
Not interested	0	6	7	11	(24)	07
All other	2	16	36	48	(92)	28
Column total (n)	(12)	(59)	(80)	(174)	(325)	

Interpretations: Modal categories of reasons for not watching "The Way People Live" varied according to the frequency respondents viewed it. Among those who had never watched the program 34% said they were unaware of it. Mode for not watching among those who had seen the program was the category "lack time": 24% for seldom, 34% among occasional, and 42% for regular viewers. There was no difference between viewers in the frequency they watched the program and whether their reasons for not watching were either personal or related to the program or the television station ($\chi^2 = 2.63$; reduced d.f. = 2; $p = .27$). In sum, the data suggests that for those persons aware of "The Way People Live" motives for watching were not strong enough to overcome other personal interests.

Phase I.B.: In-Depth Interviews

Objectives of the in-depth interviews were described in the methods section of the report. Those results which follow are grouped into sets according to the objectives of the questions. Within each category, questions are numbered as they appeared in the questionnaire. As in the previous results section, questions are cross-tabulated with frequencies respondents viewed "The Way People Live." Results on this question were as follows:

How often do you see "The Way People Live"? (Question 10)

VIEWING FREQUENCY	PERCENT OF RESPONDENTS
Every program	18%
Every other program	08
Occasionally	26
Seldom	48
Total (n)	(61)

Interpretations: Almost half the respondents considered themselves "seldom" viewers of the program; the remainder was evenly divided between "occasionally" and the two categories, "every program" and "every other program." For subsequent analyses, these latter two categories were combined in a category labeled, "regularly."

Viewer Characteristics

Could you tell me first of all how long you have lived in the Austin area? ("AUSTIN AREA" INCLUDES ALL OF TRAVIS COUNTY) (Question 1)

	LENGTH OF AREA RESIDENCE		
VIEWING FREQUENCY	1-15 years (row percentages)	16-30 years	Row Total (n)
Regularly	44%	56	(16)
Occasionally	25	75	(16)
Seldom	55	45	(29)
Total (n)	(27)	(34)	(61)
Row %	44%	56	

Interpretations: Modal category for length of residence in the Austin area was 15 to 30 years (33% of respondents). One-fourth had lived in the area less than four years, and 23% for over 30 years. A chi-square analysis on data tabled above was not significant ($\chi^2 = 3.80$; reduced d.f. = 2; $p = .15$). Viewing frequency of "The Way People Live" had no relationship to length of respondents' residence in the area.

How many years have you lived at this address? (Question 2)

	YEARS AT ADDRESS		
VIEWING FREQUENCY	1-5 years (row percentages)	6 to over 20	Row Total (n)
Regularly	38%	62	(16)
Occasionally	31	69	(16)
Seldom	55	45	(29)
Total (n)	(27)	(34)	(61)
Row %	44%	56	

Interpretations: The modal category for years at respondents' current addresses was 10 to 20 years (30%), followed by the "over 20" and "1 to 2 years" categories, each with 15%. Frequency of viewing "The Way People Live" and years at address (in collapsed categories) had no statistical relationship ($\chi^2 = 2.79$; reduced d.f. = 2; $p = .25$).

How many other addresses have you lived at in the Austin area? (Question 3)

VIEWING FREQUENCY	NUMBER OF AREA ADDRESSES 0 to 1 (row percentages)	2 to over 10	Row Total (n)
Regularly	60%	40	(15)
Occasionally	38	62	(16)
Seldom	59	41	(29)
Total (n)	(32)	(28)	(60)
Row %	53%	47	

Interpretations: Some 28% of respondents indicated they had lived at only one other area residence. A total of 15% had lived at no other, and 18% had lived at two previously. Chi-square analysis showed no relationship between frequency of viewing "The Way People Live" and the number of respondents' previous addresses ($\chi^2 = 2.21$; reduced d.f. = 2; $p = .33$).

Do you mind telling me how old you are? Just give me the letter beside the age group on the card. (HAND RESPONDENT CARD #1) (Question 49)

VIEWING FREQUENCY	AGE OF RESPONDENT: Less than 20 to 49 years (row percentages)	50 to 70 years	Row Total (n)
Regularly	19%	81	(16)
Occasionally	63	37	(16)
Seldom	55	45	(29)
Total (n)	(29)	(32)	(61)
Row %	48%	52	

Interpretations: Modal among age categories was 40 to 44 (18%), followed by "60 to 64" and "over 70," each with 13%. There was a significant relationship between viewing frequency and age ($\chi^2 = 7.43$; reduced d.f. = 2; $p < .03$). In brief, regular viewers of "The Way People Live" tended to be older than less frequent ones.

How would you classify your formal education? (Question 50)

VIEWING FREQUENCY	EDUCATION OF RESPONDENT: Less than College Degree (row percentages)	Bachelor's Degree and above	Row Total (n)
Regularly	44%	56	(16)
Occasionally	31	69	(16)
Seldom	35	65	(29)
Total (n)	(22)	(39)	(61)
Row %	36%	64	

Interpretations: Almost half of all respondents (49%) reported having done graduate work in college. Another 15% had received a bachelor's degree, and 30% had some college. Only one viewer in the sample had a grade school education and just three were high school graduates only. A chi-square analysis of viewing frequency and the above dichotomy of educational categories showed no statistically significant pattern (χ^2 = .60; reduced d.f. = 2; p = .74). Frequency of viewing "The Way People Live" had no relationship to educational level.

How many organizations do you belong to--that is, groups like the PTA, clubs, veterans' organizations, church groups, and the like? (Question 51)

VIEWING FREQUENCY	NUMBER OF ORGANIZATIONS 0 to 3 (row percentages)	4 to 10	Row Total (n)
Regularly	38%	62	(16)
Occasionally	44	56	(16)
Seldom	48	52	(29)
Total (n)	(27)	(34)	(61)
Row %	44%	56	

Interpretations: The number of organizations to which respondents belonged was widely distributed. One organization was the modal category (16%), but only one other category had less than 10% of the responses. A chi-square analysis using collapsed categories showed that incidence of viewing "The Way People Live" had no relationship to the number of organizations to which respondents belonged (χ^2 = .49; reduced d.f. = 2; p = .79).

(Instructions to interviewers on attaining information about the respondent's household made up items 52-53. Information was codified and analyzed in the following form:)

VIEWING FREQUENCY	RESPONDENT HOUSEHOLD With Children (row percentages)	Without Children	Row Total (n)
Regularly	19%	81	(16)
Occasionally	56	44	(16)
Seldom	55	45	(29)
Total (n)	(28)	(33)	(61)
Row %	46%	54	

Interpretations: Some 39% of respondents said their household consisted of a couple with children, 31% of couple without children, 12% single no children, 7% single with children, and 3% other. There was a significant relationship between viewing frequency and whether respondent households were those with or without children ($\chi^2 = 6.45$; reduced d.f. = 2; $p < .05$). Regular viewers of "The Way People Live," who were relatively older than other respondents, also tended to live in households where children were no longer present, while younger and less frequent viewers had a greater proportion of children in their homes.

Are you now married, single, widowed, divorced, or separated? (Question 54)

VIEWING FREQUENCY	MARITAL STATUS OF RESPONDENT (row percentages) Married	Other	Row Total (n)
Regularly	63%	37	(16)
Occasionally	75	25	(16)
Seldom	72	28	(29)
Total (n)	(43)	(18)	(61)
Row %	70%	30	

Interpretations: Over two-thirds of the respondents were married, 13% were single, 10% widowed, and 7% divorced. A chi-square analysis of viewing frequency and whether or not a respondent was married was not significant ($\chi^2 = .69$; reduced d.f. = 2; $p = .71$). How often a respondent viewed "The Way People Live" was independent of his marital status.

What do you usually do--work full time, work part time (keep house, go to school), or something else? (Question 55)

VIEWING FREQUENCY	WORK STATUS OF RESPONDENT (row percentages) Work Full Time	Other	Row Total (n)
Regularly	56%	44	(16)
Occasionally	50	50	(16)
Seldom	24	76	(29)
Total (n)	(24)	(37)	(61)
Row %	39%	61	

Interpretations: Modal category for work status was "full time," with 39% of respondents, followed by "keep house

only," 28%, and "retired," 16%. The data suggested a pattern in which infrequent viewers, more than frequent ones, tended to be housewives or retired persons, and this pattern bordered on significance ($\chi^2 = 5.49$; reduced d.f. = 2; $\underline{p} = .06$).

What is your job, your occupation? (BOTH INDUSTRY AND FULL JOB DESCRIPTION) (Question 56)

VIEWING FREQUENCY	OCCUPATIONS OF RESPONDENTS (row percentages) Professional	Other	Row Total ($\underline{n}$)
Regularly	48%	52	(15)
Occasionally	50	50	(16)
Seldom	36	64	(28)
Total ($\underline{n}$)	(25)	(34)	(59)
Row %	42%	58	

Interpretations: Almost half of all respondents were employed in professional occupations, and 40% were retired, housewives, or otherwise not employed; there were 5% each in the manager-proprietor and clerical categories, 3% in service occupations, 3% in sales, and 2% unemployed. A chi-square analysis of viewing frequency and occupation (dichotomized into professional and all other categories) yielded a non-significant value ($\chi^2 = 1.0$; reduced d.f. = 2; $\underline{p} = .61$). How often a respondent viewed "The Way People Live" was independent of whether he was a professional or in some other occupational category.

Do you rent your (house, apartment) or do you own it? (Question 57)

VIEWING FREQUENCY	HOUSING OF RESPONDENT Own House (row percentages)	Other	Row Total (n)
Regularly and Occasionally	84%	16	(31)
Seldom	66	34	(29)
Total (n)	(45)	(15)	(60)
Row %	75%	25	

Interpretations: Three-fourths of all respondents owned a home; 15% were apartment rentors, 3% rented a house, 2% owned their apartments, and 5% had other housing arrangements. A chi-square analysis of viewing frequency and collapsed categories of housing was not significant ($\chi^2 = 2.19$; reduced d.f. = 1; $p > .10$). Frequency of viewing the program was independent of whether respondents owned their own homes.

Which of these general groups did your total (family) income fall in last year--before taxes, that is? (Question 58)

VIEWING FREQUENCY	INCOME OF RESPONDENT Under $15,000 (row percentages)	$15,000 or over	Row Total (n)
Regularly	56%	44	(16)
Occasionally	80	20	(15)
Seldom	59	41	(29)
Total (n)	(38)	(22)	(60)
Row %	63%	37	

Interpretations: Bi-modal among income categories were $15,000 and over, 36%, and $10,000 to $14,999, 33%.

Proportions in other categories became progressively smaller along with amounts. A chi-square analysis of incidence of viewing "The Way People Live" and income (in above collapsed categories) was not significant ($\chi^2 = 2.41$; reduced d.f. = 2; $p = .30$). How frequently respondents watched "The Way People Live" had no relationship to whether their annual incomes were under or over $15,000.

Generally speaking, what is your political preference? (Question 59)

	RESPONDENT POLITICAL PREFERENCE		
VIEWING FREQUENCY	Democrat (row percentages)	Other	Row Total (n)
Regularly	69%	31	(16)
Occasionally	31	69	(16)
Seldom	55	45	(29)
Total (n)	(32)	(29)	(61)
Row %	52%	48	

Interpretations: Over half the persons interviewed said they were Democrats, 26% were Republicans, and 21% were independents. Data tends toward a pattern in which more occasional viewers than others were Republicans or independents; however, this pattern was not statistically significant ($\chi^2 = 4.67$; reduced d.f. = 2; $p = .09$).

Results from the following two questions were not cross-tabulated with frequency of viewing "The Way People Live."

Whether or not you attend church regularly, what is your religious preference? (Question 60)

CATEGORY	PERCENT OF RESPONDENTS
Baptist	15%
Catholic	12
Episcopal	08
Methodist	20
Lutheran	07
Jewish	03
Other	27
None	08
Total (n)	(60)

Interpretations: "Other" was the modal category among religious preferences, indicating a high degree of diversity among respondents in church preferences.

Race of Respondent (Question 62)

There was only one Negro among the 61 respondents and no Mexican-Americans.

Sex of Respondent (Question 63)

VIEWING FREQUENCY	SEX OF RESPONDENT Male (row percentages)	Female	Row Total (n)
Regularly	31%	69	(16)
Occasionally	31	69	(16)
Seldom	37	63	(27)
Total (n)	(20)	(41)	(61)
Row %	34%	66	

Interpretations: Two thirds of all respondents were female and were fairly evenly distributed among viewing categories. A chi-square analysis of viewing frequency and sex of respondent was not significant ($\chi^2 = .22$; d.f. = 2; $p = .89$). Thus, incidence of viewing "The Way People Live" had no relationship to sex of respondent.

General Viewing Behavior and Attitudes

How many operating television sets do you have in your home? (Question 4)

VIEWING FREQUENCY	NUMBER OF TELEVISION SETS 1	Over 2 (row percentages)	Row Total (n)
Regularly	69%	31	(16)
Occasionally	44	56	(16)
Seldom	62	38	(29)
Total (n)	(36)	(25)	(61)
Row %	59%	41	

Interpretations: Modal category of television sets in respondents' homes was one. A chi-square analysis of results in the above table was not significant ($\chi^2 = 2.28$; reduced d.f. = 2; $p = .32$), indicating that how often respondents watched "The Way People Live" was not associated with the number of television sets in their homes.

About how much time per day would you estimate you spend watching television? (Question 5)

VIEWING FREQUENCY	HOURS OF TELEVISION VIEWING PER DAY Under 3 hrs	3 hrs & over (row percentages)	Row Total (n)
Regularly	44%	56	(16)
Occasionally	69	31	(16)
Seldom	59	41	(29)
Total (n)	(35)	(26)	(61)
Row %	57%	43	

Interpretations: Approximately one-third of the respondents reported they watched television two hours per day, followed by three hours, 12%, and one hour, 11%. For persons interviewed in-depth there was no association between viewing frequency of "The Way People Live" and hours of television viewing ($\chi^2 = 2.08$; reduced d.f. = 2; $p = .35$), although Phase I.A. results showed that viewers of the program watched significantly greater amounts of television than non-viewers.

What are your favorite programs on television . . . that is, what kinds of programs do you usually watch? (1st and 2nd choices) (Question 6)

FIRST CHOICE OF PROGRAMS

VIEWING FREQUENCY	Non-news (row percentages)	News	Row Total (n)
Regularly	44%	56	(16)
Occasionally	63	37	(16)
Seldom	68	32	(28)
Total (n)	(36)	(24)	(60)
Row %	60%	40	

SECOND CHOICE OF PROGRAMS

VIEWING FREQUENCY	Non-news (row percentages)	News	Row Total (n)
Regularly	75%	25	(16)
Occasionally	73	27	(15)
Seldom	79	21	(28)
Total (n)	(45)	(14)	(59)
Row %	76%	24	

Interpretations: News was the modal category among first program choices (39%), followed by "other" program types with 23%. Among second choices these categories were reversed, "other" with 28% and news with 23%. As a first choice 8% of all respondents preferred musical variety programs; another 8% liked drama best. As a second choice sports was named by 13%, drama by 10%, and musical variety by 7%. Chi-square analyses of viewing frequency and first and second program choices dichotomized into news and non-news were not significant: for first choices $\chi^2 = 2.52$, reduced d.f. = 2, $p = .28$; for second choices $\chi^2 = .16$, reduced d.f. = 2, $p = .92$. Regardless of the regularity with which they watched "The Way People Live," viewers showed wide diversity in their choices of television programs although news was a consistent favorite.

What station do you watch the most? (Question 7)

VIEWING FREQUENCY	STATION WATCHED MOST (row percentages) KTBC or KHFI	KLRN	Row Total (n)
Regularly	47%	53	(15)
Occasionally	67	33	(12)
Seldom	64	36	(24)
Total (n)	(30)	(21)	(51)[1]
Row %	59%	41	

[1]Responses giving combinations of stations were omitted from the analysis.

Interpretations: Bi-modal categories for the television station watched most were KTBC (47% of the respondents) and KLRN (43%). Only 10% said they watched KHFI the most. Regular viewers of "The Way People Live" tended to watch KLRN more than the other two stations, while the incidence was reversed for less frequent viewers. This pattern, although not statistically different from chance ($\chi^2 = 1.39$; reduced d.f. = 2; $p > .30$), is like responses to the same question in Phase I.A.

About how many programs per week would you say you watch on KLRN television, Channel 9? (Question 8)

VIEWING FREQUENCY	NUMBER KLRN PROGRAMS WATCHED WEEKLY (row percentages) Up to 4	4 and over	Row Total (n)
Regularly	13%	88	(16)
Occasionally	63	37	(16)
Seldom	41	59	(29)
Total (n)	(24)	(37)	(61)
Row %	39%	61	

Interpretations: Some 21% of the respondents indicated they watched from eight to ten KLRN programs each week. The next highest category (18%) was two programs per week. A chi-square analysis of viewing incidence and numbers of programs collapsed into two categories was significant ($\chi^2 = 8.48$; reduced d.f. = 2; $p < .02$). Regular viewers of "The Way People Live" tended to watch more KLRN programs each week than did less frequent viewers.

(IF WATCH KLRN) *What programs do you usually watch?* (1st and 2nd choices)[1] (Question 9)

KLRN PROGRAMS FIRST CHOICE

VIEWING FREQUENCY	Discussions or Public Affairs (row percentages)	Other	Row Total (n)
Regularly	60%	40	(15)
Occasionally	47	53	(15)
Seldom	36	64	(25)
Total (n)	(25)	(30)	(55)
Row %	45%	55	

KLRN PROGRAMS SECOND CHOICE

VIEWING FREQUENCY	Discussions or Public Affairs (row percentages)	Other	Row Total (n)
Regularly	38%	62	(13)
Occasionally	77	23	(13)
Seldom	65	35	(23)
Total (n)	(19)	(30)	(49)
Row %	39%	61	

Interpretations: "Firing Line" was the most popular among specifically named programs (17% of all respondents), followed by "Boston Pops" (13%) and "Sesame Street" (9%). "The Way People Live" was the first choice of 6%. "Forsythe Saga" was most frequently named as a second program choice (14%). "The Way People Live," again was named by 6% of the respondents.

---

[1]For the analysis only specifically named programs were included. Programs were those being broadcast by KLRN in September 1970.

In both Phase I surveys there was no association between viewing frequency of "The Way People Live" and first choices among types of KLRN programs (in I.B.; $\chi^2 = 2.18$, reduced d.f. = 2, $p = .34$). For second choices the pattern of responses in the in-depth surveys contrasted somewhat from those to the same question in the mail survey. In the Phase I.A. survey regular and occasional viewers tended to prefer discussion shows, whereas the pattern in this data showed seldom and occasional viewers preferring discussions or public affairs and regular viewers favoring other types of programs. However, this pattern was not significant ($\chi^2 = 4.34$, reduced d.f. = 2, $p = .11$).

Viewing Behavior Toward "The Way People Live"

Why don't you watch more often? (1st and 2nd Choices) (Question 11)

VIEWING FREQUENCY	FIRST CHOICES REASONS FOR NOT WATCHING Personal Reasons (row percentages)	Program Reasons	Row Total (n)
Regularly	100%	00	(5)
Occasionally	77	23	(13)
Seldom	70	30	(20)
Total (n)	(29)	(9)	(38)
Row %	76%	24	

VIEWING FREQUENCY	SECOND CHOICES REASONS FOR NOT WATCHING Personal Reasons (row percentages)	Program Reasons	Row Total (n)
Regularly	100%	00	(2)
Occasionally	100	00	(4)
Seldom	08	92	(12)
Total (n)	(7)	(11)	(18)
Row %	39%	61	

Interpretations: Slightly over one-fourth of the respondents said they could not watch the program more often because the broadcast time interfered with other activities. An almost equal number cited "lack of time." As a second response to the question, the categories "lack time" and "program not entertaining" were bi-modal with 12% each.

Reasons were collapsed into the broad categories "personal reasons"--lack of time, other activities, etc.--and "program reasons"--not entertaining, uninteresting topics, and the like. Statistical comparisons of viewing frequency and reasons in the broad categories could not be made because of low frequencies in some response cells. However, differences in the tables point out a pattern in which "seldom" viewers tended to cite reasons related to the program for not watching, while more frequent viewers could not watch for personal reasons.

How much of the program do you usually see . . . all, over half, or less than half? (Question 12)

VIEWING FREQUENCY	AMOUNT OF PROGRAM SEEN: All (row percentages)	Less than all (row percentages)	Row Total (n)
Regularly	87%	13	(16)
Occasionally	81	19	(16)
Seldom	76	24	(29)
Total (n)	(49)	(12)	(61)
Row %	80%	20	

Interpretations: Four-fifths of the respondents said they watched all the program, and only one said he viewed less than half of it. Chi-square analysis of tabled data was not significant ($\chi^2 = .89$; d.f. = 2; $p = .64$). Thus, if a person watched the program, no matter how regularly, he tended to watch all of it.

Do you watch the program alone or with others? (Question 13)

VIEWING FREQUENCY	HOW WATCH PROGRAM: Alone (row percentages)	With Others (row percentages)	Row Total (n)
Regularly	63%	37	(16)
Occasionally	44	56	(16)
Seldom	52	48	(29)
Total (n)	(32)	(29)	(61)
Row %	52%	48	

Interpretations: Respondents were divided almost equally into those watching alone and those viewing the program along with others. A chi-square analysis of viewing frequency and whether respondents viewed alone or with others was not significant ($\chi^2 = 1.14$; d.f. = 2; $p = .57$). The data do not reveal more than a chance relationship between the frequency of watching the program and this aspect of a respondent's viewing situation.

(IF WATCH WITH OTHERS), *Who?* (Question 14)

VIEWING FREQUENCY	WITH WHOM WATCHED: Spouse Only (row percentages)	Others (row percentages)	Row Total (n)
Regularly	75%	25	(8)
Occasionally	56	44	(9)
Seldom	71	29	(14)
Total (n)	(21)	(10)	(31)
Row %	68%	32	

Interpretations: Respondents watching with someone else reported that over two-thirds of the time it was with their spouses. Some 13% said they watched with a friend, 10% with spouse and children, and 9% with other family members. No significant differences were revealed by a chi-square analysis of viewing frequency and whether respondents watched with spouses or others (χ^2 = .89; reduced d.f. = 2; p = .65). Thus, viewing incidence was independent of respondents' choices of co-viewers.

The first time you watched "The Way People Live" . . did you tune in by accident, did someone tell you about the program, or did you see an advertisement on television or in the newspaper? (Question 15)

	REASON WATCHED FIRST TIME		
VIEWING FREQUENCY	By Accident (row percentages)	Other	Row Total (n)
Regularly	69%	31	(16)
Occasionally	27	73	(15)
Seldom	65	35	(26)
Total (n)	(32)	(25)	(57)
Row %	56%	44	

Interpretations: Over half the respondents initially had tuned in the program by accident. Most others had watched first because of a newspaper advertisement (23%). There was a significant difference between viewing frequency and reasons for first watching (χ^2 = 7.23; reduced d.f. = 2; $p < .025$). Regular and seldom viewers tended to have first tuned in by accident; occasional viewers watched initially because of advertisements.

Attitudes about Specific Programs on "The Way People Live"

Let's talk for a moment about recent programs on "The Way People Live." Of the programs you have seen recently, which ones did you like the best? (Question 22)

PROGRAM[1]	NUMBER OF RESPONDENTS	PERCENT OF RESPONDENTS
The Kraffts	12	23
Richard Perigo	6	12
Ivie Dean	5	10
Guy Bush	6	11
Carol S.	7	14
Dick Pickens	10	20
All Other	5	10
Total (n)	(51)	

Interpretations: As a single program Dick Pickens was the most popular, named by 20% of all respondents, although the Kraffts' two programs was the modal category (23%). Overall, programs dealing with drugs were liked best of all.

---

[1]Programs named by respondents in the in-depth interviews are included in Table 4 .

TABLE 4

PROGRAMS NAMED BY RESPONDENTS
IN PHASE I.B. INTERVIEWS

Dr. and Mrs. Jim Krafft--a Dallas couple who related how the family had faced drugs, natural disaster, and drastic illness (two programs).

Richard Perigo--a former drug addict and convict who described his success in speaking to high school groups (two programs).

Dr. Alice Whatley, Mrs. Winona Havey, and Mrs. Ivie Dean--a University of Texas counselor and students; they discussed the problems faced by adults returning to college and what help was available.

Dr. Mel Sykes--a University professor who described a human relations program between Houston police and blacks. He also described the life of a black man in a white man's world (two programs).

Guy Bush--a University professor whose specialty was ecology; he discussed the problem of overpopulation and how it related to one's life.

Linda Gail Jones--a Taylor girl crippled in an auto crash who overcame her physical limitations.

Father Larry Murtagh--a radical Irish Catholic priest from San Antonio who was active in setting up a Chicano organization.

Dr. Eugene Seale--a San Antonio doctor and director of an alcoholic clinic who talked openly about his former problems with alcohol and drugs.

Mrs. Walter Prescott Webb--a 68-year-old widow who described her adjustments to the loss of two husbands.

Carol S.--a south Texas girl in the Austin State Hospital who related her experiences with drugs.

Dick Pickens--an ordained minister who carried on a ministry among "street people." He discussed drugs and other problems of this youth group.

Mrs. Ivie Dean--a university coed, divorcee, and mother of three who talked about divorce and the problem of raising a family alone while going to college.

What would you say were the main points of the program you liked best . . . that is, what was it about? (Question 23)

VIEWING FREQUENCY	NUMBER OF POINTS RECALLED 1 or 2 (row percentages)	3 or over	Row Total (n)
Regularly	60%	40	(15)
Occasionally	93	07	(14)
Seldom	48	52	(27)
Total (n)	(35)	(21)	(56)
Row %	63%	37	

Interpretations: Some 45% of all respondents were able to recall two points of the program they liked best; 32% could recall three, and 5% remembered four or five points. The remaining 18% could cite only a single point. Chi-square analysis of table data was significant ($\chi^2 = 7.90$; reduced d.f. = 2; $p = .02$). Both seldom and regular viewers could recall significantly more points of the show they liked best than occasional viewers.

Do you think the ideas on that program were the kind a person could put into practice? (Question 24)

VIEWING FREQUENCY	COULD PUT IDEAS INTO PRACTICE Yes (row percentages)	No/Don't Know	Row Total (n)
Regularly	93%	7	(15)
Occasionally	86	14	(14)
Seldom	85	15	(27)
Total (n)	(49)	(7)	(56)
Row %	88%	12	

Interpretations: While 88% of all respondents said ideas on the program they liked best could be put into practice, only 7% disagreed and 5% said they did not know. Chi-square analysis could not be computed because of low frequencies of certain response categories.

How did you feel in relation to the guest on that program . . . better off, worse off, or about the same? (Question 25)

VIEWING FREQUENCY	FELT IN RELATION TO GUEST (row percentages) Better Off	Worse Off/Same	Row Total (n)
Regularly	83%	17	(12)
Occasionally	50	50	(12)
Seldom	86	14	(21)
Total (n)	(34)	(11)	(45)
Row %	76%	24	

Interpretations: Over three-fourths of all respondents felt better off than the guest on the program they liked best. Only one respondent, a "seldom" viewer, reported he felt worse off than that guest. Data indicated a pattern in which most regular and seldom viewers tended to feel better off than guests, while only half the occasional viewers felt better off and half felt about the same as the guest on the program they liked best. This pattern bordered on significance ($\chi^2 = 5.81$; reduced d.f. = 2; $p = .054$).

To whom do you think the guest was trying to get his point across? (Question 26)

VIEWING FREQUENCY	TO WHOM GUESTS' POINTS ADDRESSED: Other Audiences (row percentages)	People in General	Row Total (n)
Regularly	67%	33	(15)
Occasionally	54	46	(13)
Seldom	27	73	(26)
Total (n)	(24)	(30)	(54)
Row %	44%	56	

Interpretations: The modal category among responses was "general public" with 52%, followed by "others in similar situations" with 31%. The remaining respondents thought the guest on the program they liked best was speaking to "family or friends of those with problem" (7%), "those who could get problem" (6%), and "public institutions" (4%). Response categories were collapsed into the broad areas "people in general," --composed of "general public" and "public institutions"--and "other audiences"--including all other categories. There was a significant association between viewing frequency and responses in these broad categories ($\chi^2 = 6.70$; reduced d.f. = 2; $p < .04$). Respondents who seldom viewed the series tended to think the guest was addressing his points more to people in general than to a specific audience, while the tendency was the reverse for more frequent viewers.

In thinking about the guest's viewpoint, do you believe a lot of people would disagree with him (her)? (Question 27)

VIEWING FREQUENCY	MOST PEOPLE DISAGREE WITH GUEST Yes (row percentages)	No/Don't Know	Row Total (n)
Regularly	40%	60	(15)
Occasionally	36	64	(14)
Seldom	52	48	(27)
Total (n)	(25)	(31)	(56)
Row %	45%	55	

Interpretations: Almost half of the respondents believed most people would agree with the guest on the program they liked best. A slightly smaller proportion said most people would disagree, and the remainder said they did not know. There was no relationship between viewing frequency and whether respondents believed most people would disagree with the guest ($\chi^2 = 1.15$; reduced d.f. = 2; $p = .57$).

On the programs you have seen recently, what do you think was the most interesting problem discussed? (Question 28)

VIEWING FREQUENCY	MOST INTERESTING PROBLEM Drugs (row percentages)	Other	Row Total (n)
Regularly	63%	37	(16)
Occasionally	86	14	(14)
Seldom	36	64	(22)
Total (n)	(30)	(22)	(52)
Row %	58%	42	

Interpretations: The modal category among most interesting problems discussed on "The Way People Live" was drugs, named by 58% of all respondents. Other categories were race, 17%; divorce, 10%, and raising children and physical handicaps, 8% each. A chi-square analysis revealed a significant difference between viewing frequency and whether respondents thought programs on drugs or other topics were more interesting ($\chi^2 = 8.76$; reduced d.f. = 2; $p < .02$). In sum, more frequent viewers than infrequent ones tended to think programs on drugs were more interesting than those on other topics.

Do you feel that many persons you know are personally concerned about the problem discussed on that program? (Question 29)

VIEWING FREQUENCY	KNOW PERSONS WITH PROBLEM Yes (row percentages)	No	Row Total (n)
Regularly	75%	25	(16)
Occasionally	79	21	(14)
Seldom	77	23	(26)
Total (n)	(43)	(13)	(56)
Row %	77%	23	

Interpretations: Over three-fourths of all respondents said they knew someone who had the problem they indicated was the most interesting topic on "The Way People Live." Data could not be analyzed statistically because of low frequencies in the "No" category.

Are members of your family, or close friends, having problems in that area? (Question 30)

VIEWING FREQUENCY	FAMILY, FRIENDS WITH PROBLEM Yes (row percentages)	No	Row Total (n)
Regularly	31%	69	(16)
Occasionally	14	86	(14)
Seldom	26	74	(27)
Total (n)	(14)	(43)	(57)
Row %	25%	75	

Interpretations: A majority of respondents said family members or close friends were not having problems in the area of the "most interesting" program topic. One fourth of the persons interviewed indicated the problem they thought was most interesting also affected someone close to them. Chi-square was not calculated for the same reason as in the previous table.

Have you ever or are you now [having problems in that area]? (Question 31)

VIEWING FREQUENCY	RESPONDENTS WITH PROBLEM Yes (row percentages)	No	Row Total (n)
Regularly	18%	81	(16)
Occasionally	00	100	(14)
Seldom	15	85	(27)
Total (n)	(7)	(50)	(57)
Row %	12%	88	

Interpretations: Results clearly showed that viewers seldom said they had experienced the problem discussed on a program, and this appeared independent of viewing incidence. Low frequencies in a category prevented a chi-square analysis.

In the following three items interviewers "specified" whatever problem a respondent previously had said was the most interesting on "The Way People Live".

How important would you say _____ *is to most people . . . very important, fairly important, not at all important?* (Question 32)
(SPECIFY THE PROBLEM)

IMPORTANCE OF PROBLEM TO MOST PEOPLE

VIEWING FREQUENCY	Very Important (row percentages)	Fairly/Not at all Important	Row Total (n)
Regularly	60%	40	(15)
Occasionally	79	21	(14)
Seldom	62	38	(26)
Total (n)	(36)	(19)	(55)
Row %	65%	35	

Interpretations: Almost two-thirds of the respondents said they felt the problem was very important to most people. Some 27% placed it as fairly important and 7% as not at all important. There was no association between viewing frequency and how respondents gauged the importance of the problem to most people ($\chi^2 = 1.44$; reduced d.f. = 2; $p = .51$).

Do you think there is too much, or not enough information about _____ *on television and in other media?*
(SPECIFY THE PROBLEM)
(Question 33)

MEDIA INFORMATION ABOUT PROBLEM

VIEWING FREQUENCY	Too Much or Don't Know (row percentages)	Not Enough	Row Total (n)
Regularly and Occasionally	27%	73	(29)
Seldom	38	62	(26)
Total (n)	(18)	(37)	(55)
Row %	33%	67	

Interpretations: Two-thirds of the respondents said there was not enough information in media about the program topic considered to be the "most interesting." A chi-square analysis of program viewing frequency and categories as collapsed above was not significant ($\chi^2 = .29$; reduced d.f. = 1; $p > .80$). There was no relationship between viewing frequency and whether respondents thought there was enough media information about the "most interesting" problem.

How would you classify your interest in _____ *(SPECIFY THE PROBLEM) very important, fairly important, or not at all important?* (Question 34)

	RESPONDENT INTEREST IN PROBLEM		
VIEWING FREQUENCY	Very Important (row percentages)	Fairly/Not at all Important	Row Total (n)
Regularly	81%	19	(16)
Occasionally	79	21	(14)
Seldom	63	37	(27)
Total (n)	(41)	(16)	(57)
Row %	72%	28	

Interpretations: Over two-thirds of the interviewees said the most interesting problem on "The Way People Live" also was very important to them; one-fourth said it was fairly important, and only 3% indicated it was not at all important. How often respondents watched "The Way People Live" had no relationship to the degree of importance they placed on the "most interesting" problem ($\chi^2 = 2.07$; reduced d.f. = 2; $p = .36$).

Overall Attitudes Toward Programs on "The Way People Live"

Have you discussed any program of "The Way People Live" with anyone? (Question 35a)

VIEWING FREQUENCY	DISCUSSED A PROGRAM Yes (row percentages)	No	Row Total (n)
Regularly	75%	25	(16)
Occasionally	80	20	(15)
Seldom	39	61	(28)
Total (n)	(35)	(24)	(59)
Row %	59%	41	

Interpretations: Chi-square analysis of viewing frequency and whether respondents had discussed a program was significant ($\chi^2 = 8.95$; d.f. = 2; $p < .01$). Thus, viewers' tendency to discuss "The Way People Live" increased with their regularity of viewing.

Which program? (Question 35b)

VIEWING FREQUENCY	PROGRAM DISCUSSED[1] Krafft (row percentages)	Other	Row Total (n)
Regularly	60%	40	(10)
Occasionally and Seldom	21	79	(19)
Total (n)	(10)	(19)	(29)
Row %	35%	65	

[1]Program descriptions are included as Table 4.

Interpretations: Of respondents who had discussed "The Way People Live," 35% said they talked about the program with Dr. and Mrs. Krafft as guests. Other shows discussed were those with Guy Bush (16%), Carol S. (13%), and Dick Pickens (13%). The other four programs named each had less than 10%. The pattern of the data tends to indicate that more regular viewers than infrequent ones had discussed the Krafft's programs, but this pattern was not significant ($\chi^2 = 2.51$; reduced d.f. = 1; $p > .10$).

With whom did you discuss it? (Question 35c)

VIEWING FREQUENCY	WITH WHOM DISCUSSED Family (row percentages)	Friends	Row Total (n)
Regularly	50%	50	(12)
Occasionally	33	67	(12)
Seldom	91	09	(11)
Total (n)	(20)	(15)	(35)
Row %	57%	43	

Interpretations: Over half of those discussing a program had talked about it with their families. A chi-square analysis of incidence of viewing and with whom a program was discussed was significant ($\chi^2 = 8.15$; d.f. = 2; $p < .02$). Occasional viewers tended to discuss the program more with friends than family, while less frequent viewers almost always discussed it with members of their families.

Because of the relatively small number of respondents, the following two parts of question 35 were not cross-tabulated with viewing frequency.

Why did you discuss that particular program? (Question 35d)

CATEGORY	PERCENT OF RESPONDENTS
Impressed with program	18%
Related to other activities	12
To relate information	09
Interest in problem	21
No particular reason	09
All other reasons	31
Total (n)	(34)

Interpretations: Respondents had discussed the program for a variety of reasons. Modal category among reasons was "interest in problem" (21%), followed by "impressed with program," 18%. Responses in the "other" category (31%) were too discrete to be categorized individually.

What parts of the program did you discuss? (Question 35e)

CATEGORY	PERCENT OF RESPONDENTS
Guest's attitude	13%
Guest's solutions	06
Guest's views in general	13
Guest's background	06
Others' attitudes	06
Problem in general	41
Nothing in particular	09
Fact help available	06
Total (n)	(32)

Interpretations: Almost half the respondents had discussed the problem in general, while 38% discussed something about the program's guest. Overall, respondents tended to discuss general aspects of the program; only 6% said they had talked about solutions to the particular problem on that show.

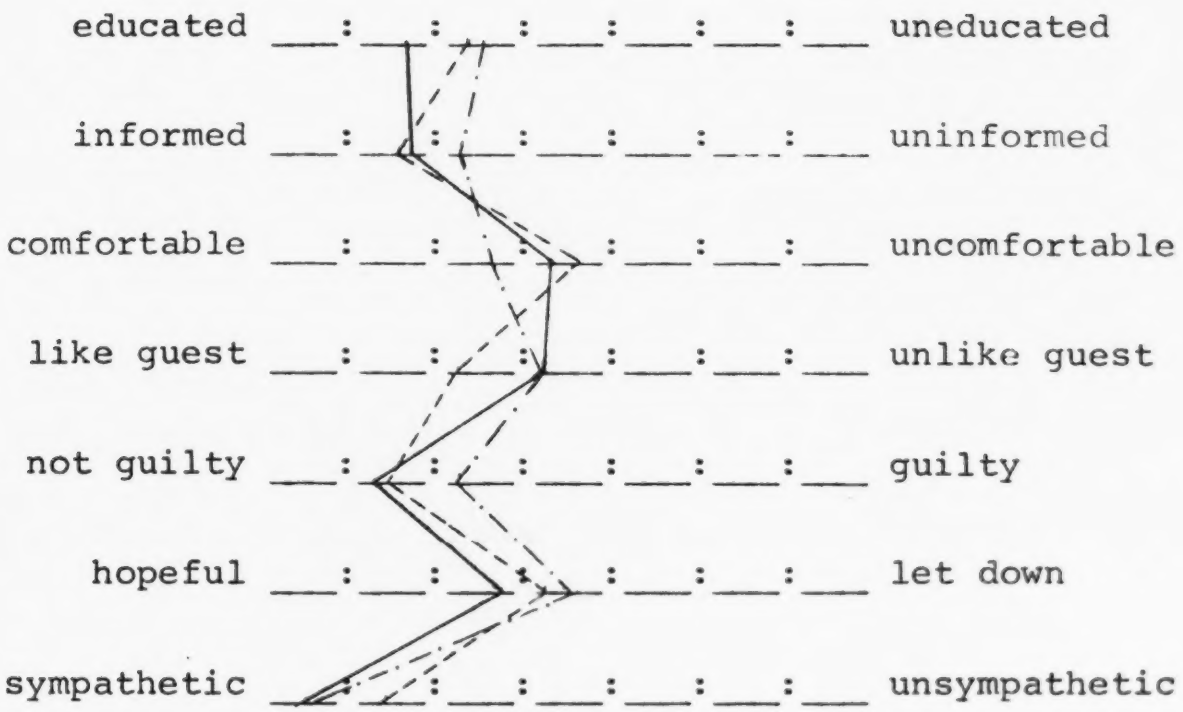
Thinking again about the program on _____ (SPECIFY THE PROBLEM) *we discussed earlier, how would you say watching it made you feel? Take a look at this sheet* (HAND SHEET #1 TO RESPONDENT) *and put a mark along the line between the words to indicate how watching that program made you feel. There are two examples at the top to show you how to fill in along the lines.* (Question 36)

The response sheet contained an item related to each of the seven program objectives. Each consisted of bi-polar adjectives separated by a seven-point rating scale; an example is the item for the program objective of "identification":

like guest ___:___:___:___:___:___:___ unlike guest

Each item was considered to measure the degree to which its adjective described respondents' feelings as they watched the "most interesting" program. The closer an answer to either end of the scale, the stronger could their feelings be described by that adjective, in either a positive or a negative sense. Figure 1 shows the mean of responses along each scale.

As shown in the figure, in all but two items responses were closer to the positive than to the negative end of the scale. In mean ratings respondents' "sympathetic" feelings were strongest when watching the "most interesting" program. Feeling "informed" was rated highly positive, followed by



VIEWING FREQUENCY

Regularly ———

Occasionally -----

Seldom -·-·-

Fig. 1.--Plot of Affective Response Means on Rating Scales for Each Viewing Frequency Group.

feeling "not guilty." On the average respondents felt only somewhat more educated than uneducated or more "like guest" than "unlike guest"--the means for those scales were just to the positive side of the midpoint. In terms of feeling "hopeful" or "comfortable" mean ratings showed respondents to be near the midpoints of both scales.

Multiple discriminant analysis was computed to determine if a set of rating scales, operating together, could differentiate between groups of regular, occasional, or seldom viewers. As shown in Table 5 , none of the seven univariate F-tests yielded a significant value, indicating there were no differences between the three viewing groups in terms of their answers along the rating scale.

TABLE 5

SUMMARY OF UNIVARIATE ANALYSES OF VARIANCE

RATING SCALE	F-RATIO	PROBABILITY
Educated-Uneducated	1.23	.30
Informed-Uninformed	.57	.57
Comfortable-Uncomfortable	1.62	.20
Like guest-Unlike guest	1.37	.26
Not guilty-Guilty	1.66	.20
Let down-Hopeful	.82	.55
Sympathetic-Unsympathetic	1.49	.23

d.f. within = 2

d.f. between = 58

In sum, there were no differences between viewing frequency groups and how watching the "most interesting" program made them feel, in terms of the series' functional objectives. On the average, respondents said they felt more sympathetic and informed, less guilty, more educated and more like guest, in that order, than the opposites of those adjectives. Mean ratings of respondents' feelings in terms of being hopeful or comfortable were relatively neutral.

As you know, there are a lot of different guests on "The Way People Live." Considering the programs you have seen. . did you get the feeling that the person being interviewed was telling the truth. . all the time, most of the time, some of the time, or never. (Question 37)

	GUEST TELLING TRUTH		
VIEWING FREQUENCY	All the Time (row percentages)	Most or Some of the Time	Row Total (n)
Regularly	69%	31	(16)
Occasionally	69	31	(16)
Seldom	86	14	(28)
Total (n)	(46)	(14)	(60)
Row %	77%	23	

Interpretations: Over three-fourths of the respondents said they thought guests on "The Way People Live" were always telling the truth; another 20% said "most of the time," and 3% said they thought the guest was being truthful only "some of the time." A chi-square analysis of viewing frequency and attitudes toward the credibility of guests was not significant ($\chi^2 = .98$; reduced d.f. = 2; $p = .50$). Incidence of viewing "The Way People

Live" had no relationship to judgments on the relative truthfulness of guests.

If you could choose, what kind of person would you have on the program? (Question 38)

	PERCENT OF RESPONDENTS	
CATEGORY	1st Choice	2nd Choice
From the professions	06%	08%
Political radicals	06	00
Hippies	03	08
With marriage, family problems	06	13
Youth in general	11	08
"Common" people	08	04
Ecologists	06	00
From service vocations (nurses, etc.)	03	04
Policemen	03	04
University professors	03	08
Elderly	15	13
With handicapped children	03	13
Women's liberation spokeswoman	06	04
From social professions (social workers)	03	08
People talking about their jobs	03	04
People talking about their problems	15	00
Total (n)	(34)	(24)

Interpretations: Respondents showed great diversity in their choices of guests for "The Way People Live." Among first choices only the categories "elderly," "youth in general," and

"people talking about their problems" each contained over 10% of responses. For second choices the 10% and over categories were "elderly," "guests with marriage and family problems," and "persons with handicapped children." Overall, the types of guests suggested most often could be placed in the broad categories elderly, youth, and people with problems of a family nature.

Do you think you (or husband) are more successful than most of the guests? (Question 39)

VIEWING FREQUENCY	MORE SUCCESSFUL THAN MOST GUESTS Yes (row percentages)	No	Row Total (n)
Regularly	67%	33	(15)
Occasionally	40	60	(15)
Seldom	43	57	(21)
Total (n)	(25)	(26)	(51)
Row %	49%	51	

Interpretations: Respondents were almost equally divided concerning whether they thought they were more or less successful than most guests on "The Way People Live." There was no statistically significant differences between these opinions and how often respondents viewed the program ($\chi^2 = 2.68$; d.f. = 2; $p = .26$). In brief, incidence of viewing "The Way People Live" had no relationship to viewers' opinions of themselves relative to program guests.

In what ways do you feel this program helps you or could help you? (Question 41)

	PERCENT OF RESPONDENTS	
CATEGORY	1st Response	2nd Response
Does not help	08%	00%
Offers insight/understanding	20	11
Entertains	03	00
Inspires	11	15
As referral source	00	03
In relating to others	07	03
Informs	26	17
Helps develop sympathy	02	00
Helps identify with people	02	03
Aids in becoming more tolerant	02	03
Helps see both sides	07	03
Helps deal with own problems	07	21
Educates generally	03	03
Makes glad do not have problem	02	03
Relaxes	00	00
Shows how can help others	00	15
Total (n)	(58)	(29)

Interpretations: Almost half the respondents said the program helped them personally, but in general ways: for 26% it informed, and for 20% it offered insight or understanding. A smaller number said the program helped in a problem-related area: For 11% as a source of inspiration, and for 7% in dealing with their own problems. A third broad class of

responses was socially-oriented: 7% of the respondents said the program helped them in relating to others, and 7% in seeing both sides of a problem. When interviewees were asked if there were "any other ways" the program helped them, 21% of the responses were in the category "helps in dealing with own problems," followed by "inspires" with 17%. In sum, respondents felt "The Way People Live" helped them most in general ways, next in dealing with their own problems, and finally by aiding them in relations with others.

Results from the following two questions were analyzed as a single set of data.

Now let's talk for a moment about some practical reasons for watching "The Way People Live." Here are some cards with reasons on each one (HAND RESPONDENT GREEN CARDS). *Just give me the letter on the card if you think the reason on it applies to you.* (ANSWERS RECORDED IN YES COLUMN) (Question 42)

What do you think are some reasons for not watching the program? Are any of the statements on the cards reasons for not watching? Look again at the cards and give me the letter on it if you think that is a reason for not watching "The Way People Live." (ANSWERS RECORDED IN NO COLUMN) (Question 43)

	VIEWING FREQUENCY				
RESPONSE[1]	Regularly	Occasionally	Seldom	Total (n)	Row %
	(column percentages)				
It shows people similar to myself with problems like I have or could have. (STATEMENT A)					
Yes	80%	86	91	(40)	87%
No	20	14	09	(6)	13
Col Total (n)	(10)	(14)	(22)	(46)	

[1]Chi-squares could not be computed for the following tables because of low frequencies in certain response categories.

RESPONSE	Regularly	Occasionally	Seldom	Total (n)	Row %
	(column percentages)				
It helps me be more comfortable in thinking and talking about mental problems or illness. (STATEMENT B)					
Yes	60%	82	75	(30)	73%
No	40	18	25	(11)	27
Col Total (n)	(10)	(11)	(20)	(41)	
It is the only television show on at that time which I like. (STATEMENT C)					
Yes	27%	09	24	(9)	21%
No	73	91	76	(34)	79
Col Total (n)	(11)	(11)	(21)	(43)	
It encourages me in dealing with problems I have sometimes. (STATEMENT D)					
Yes	100%	90	68	(37)	82%
No	00	10	32	(8)	18
Col Total (n)	(13)	(10)	(22)	(45)	
It has people on whom I am curious about. (STATEMENT E)					
Yes	62%	73	76	(35)	71%
No	38	27	24	(14)	29
Col Total (n)	(13)	(15)	(21)	(49)	
It helps me relax and take my mind off everything. (STATEMENT F)					
Yes	21%	17	28	(12)	24%
No	79	83	72	(39)	76
Col Total (n)	(14)	(12)	(25)	(51)	
It provides me with new ways of looking at my own and other people's problems. (STATEMENT G)					
Yes	93%	100	96	(49)	96%
No	07	00	04	(2)	04
Col Total (n)	(14)	(14)	(23)	(51)	

VIEWING FREQUENCY

RESPONSE	VIEWING FREQUENCY: Regularly	Occasionally	Seldom	Total (n)	Row %
	(column percentages)				
It has a lot of information about how to overcome or adjust to different kinds of personal problems. (STATEMENT H)					
Yes	100%	79	86	(44)	88%
No	00	21	14	(6)	12
Col Total (n)	(14)	(14)	(22)	(50)	
It helps me to understand and sympathize with other people. (STATEMENT I)					
Yes	93%	100	96	(53)	96%
No	07	00	04	(2)	04
Col Total (n)	(15)	(15)	(25)	(55)	
It entertains me to see people confess about their problems. (STATEMENT J)					
Yes	21%	09	17	(8)	16%
No	79	91	83	(41)	84
Col Total (n)	(14)	(11)	(24)	(49)	
It enables me to learn educational things about mental health. (STATEMENT K)					
Yes	93%	92	96	(48)	94%
No	07	08	04	(3)	06
Col Total (n)	(14)	(12)	(25)	(51)	
It sets an example for my children. (STATEMENT L)					
Yes	50	57	60	(8)	58%
No	50	43	40	(11)	42
Col Total (n)	(2)	(7)	(10)	(19)	
It has a host whom I like. (STATEMENT M)					
Yes	93%	85	78	(38)	84%
No	07	15	22	(7)	16
Col Total (n)	(14)	(13)	(18)	(45)	

RESPONSE	Regularly	Occasionally	Seldom	Total (n)	Row %
	VIEWING FREQUENCY (column percentages)				
It comes on the air at time convenient for me. (STATEMENT N)					
Yes	64%	44	55	(22)	55%
No	36	56	45	(18)	45
Col Total (n)	(11)	(9)	(20)	(40)	
It is on a channel that comes in well at my home. (STATEMENT O)					
Yes	46%	40	74	(17)	43%
No	54	60	26	(23)	57
Col Total (n)	(11)	(10)	(19)	(40)	
It fills a void in the cultural life of the community. (STATEMENT P)					
Yes	91%	69	75	(34)	77%
No	09	31	25	(10)	23
Col Total (n)	(11)	(13)	(20)	(44)	
It doesn't interrupt the program with commercials. (STATEMENT Q)					
Yes	90%	83	78	(40)	82%
No	10	17	22	(9)	18
Col Total (n)	(10)	(12)	(27)	(49)	

Interpretations: Among the 17 "reasons" for watching "The Way People Live" was one for each of the program's seven functional objectives (statement A, identification; B, confrontation; D, motivation; G, introspection; H, practical information; I, empathy, and K, education). The other ten were 1) possible reasons having no defined relation to the program's goals (C, M, and O), 2) motives considered inimical to the objectives of the program (E, F, and J), and 3) nondescript

responses from surveys on educational television (L, N, P, and Q).

Eight statements were affirmed by 80% or more of the respondents as reasons they watched "The Way People Live." All but two of these were related to objectives of the program. Those eight statements and their rankings by percentage were:

RANK	STATEMENT LABEL	PERCENT AGREEING
1	I. Empathy	96%
2	G. Introspection	96
3	K. Education	94
4	H. Practical information	88
5	A. Identification	87
6	M. Like host	84
7	D. Motivation	82
8	Q. No commercial interruptions	82

Most respondents ranked highest the objective-related statements empathy, introspection, education, practical information and identification, in that order. Next was "like host," a reason unrelated to program goals, followed by "motivation." The seventh reason related to objectives, confrontation, was ranked ninth (73%).

The highest proportion of disagreement with a statement was 84% for item J, "it entertains me to see people confess about their problems." It was followed by item C (79%), and statement F with 76%. The reason relating to curiosity (E), which was considered inimical to the mental

health goals of the program, was affirmed as a reason to watch by 71%. A follow-up to questions 42 and 43: *Is there any reason you can think of that was not on the cards?*, drew no responses.

Overall, respondents tended to rate highly those reasons related to the program's audience objectives. A large proportion also indicated they watched the series because they liked the host, they were curious about guests, and there were no commercial interruptions.

In what ways do you think the producer or the television station might improve "The Way People Live" so that you would watch the program more often? (1st and 2nd Responses) (Question 44)

	PERCENT OF RESPONDENTS	
CATEGORY	1st Response	2nd Response
Better reception	04%	00%
Details in schedule	04	08
Use film clips of guest during interview	19	25
More variety in programs	08	00
More publicity	08	00
Different time	23	00
Alter host	15	17
Less studio interviewing	00	17
Relax situation	11	00
More props	00	17
Announcements between programs	00	08
Other	08	08
Total (n)	(26)	(12)

Interpretations: Slightly less than half the respondents had suggestions for improving "The Way People Live." For those who did, modal category was "different time for program" (23%), followed by "use of film clips" (19%). Among second suggestions "use of film clips" was modal with 25%, followed by the similar category "less studio interviewing" (17%).

Suggestions for improving "The Way People Live" fell into two broad areas: changes within the program--alter host, use film clips, more props, etc.--and changes outside the area of program production or content--more publicity, different time, and so forth. Some 59% of all suggestions among first responses dealt with internal changes, while among second responses the areas were reversed; 58% listed improvements external to the program. Comparisons between viewing frequency and the types of suggestions could not be made statistically because of low frequencies in certain response categories.

If you had the power, what changes would you make in the program? (Question 46)

	PERCENT OF RESPONDENTS	
CATEGORY	1st Choice	2nd Choice
Different program time	05%	17%
Use of film clips	11	00
"Happier" guests	11	00
Interviews outside the studio	07	00
More variety in format	22	08
More variety in programs	07	42
More interesting guests	19	00
Move faster	04	00
Have guest more relaxed	00	33
More depth in program	04	00
Total (n)	(27)	(12)

Interpretations: Over one fourth of the respondents called for greater variety in program format, followed by the suggestion to have more interesting guests (19%). Among second choices "more variety in programs" was named most often (42%). In general, if respondents had the power to change the program, they would give it more variety, both in format and in the type of guest.

How about the host of the program . . what are your impressions about him? (Question 47)

VIEWING FREQUENCY	IMPRESSIONS OF HOST: Favorable	Neutral or Unfavorable (row percentages)	Row Total (n)
Regularly and Occasionally	91%	09	(32)
Seldom	59	41	(29)
Total (n)	(46)	(15)	(61)
Row %	75%	25	

Interpretations: Three-fourths of all respondents reported having a favorable impression of the program's host; 15% regarded him unfavorably, and 10% were in the "neutral" category. A chi-square analysis of tabled data was significant ($\chi^2 = 6.96$; reduced d.f. = 1; $p < .01$). More frequent viewers of "The Way People Live" tended to have impressions of its host which were more favorable than those of infrequent viewers.

How would you change him if you had the chance? (Question 48)

CATEGORY	PERCENT OF RESPONDENTS
Would not	70%
Have him:	
be more relaxed	08
be more probing	08
be bolder	06
be more informed about guest	04
not interrupt guest	04
not paraphrase too much	04
be "warmer"	01
Total (n)	(48)

Interpretations: If they had the chance, a majority of respondents would not change the host in any way. There was no clear pattern among those changes suggested. Although the data are not tabled, a chi-square analysis showed that viewing frequency had no relationship to whether respondents would change the host ($\chi^2 = 1.87$; reduced d.f. = 2; $p = .61$).

"Life Style" Attitudes

Items relating to life satisfaction were included in the questionnaire to serve as indexes of possible differences in incidence of viewing "The Way People Live," and also to aid its producer in tailoring content to meet audience needs. Questions are grouped into two sets according to their functions.

The first set of three questions was to measure the degree to which respondents were "reality" or "escape" television viewers. Reality viewing referred to the use of television to help a person face his difficulties, as opposed to viewing as a means of escape from one's problems. The assumption was that viewers of "The Way People Live" were reality-oriented, and thus they should rate low on measures of personal and social stress, which have been found to be determinants of escape viewing. All items in this set were from a study by Pearlin.[1] The three statements in question 16 were to elicit responses symptomatic of different states of personal stress. Questions 17 and 18 were intended to identify stress having social origins. Chi-squares were not computed on these data because of low frequencies in some response categories.

---

[1]Leonard I. Pearlin, "Social and Personal Stress and Escape Television Viewing," Public Opinion Quarterly, XXIII (Summer, 1959), p. 255-59.

The second set of four questions was included as a general index of respondents' attitudes toward themselves and their mental health. Questions 19 and 20 were measures of personal happiness and life satisfaction, respectively.[1] The other two items concerned respondents' personal problems and their attitudes toward seeking professional help.

Reality Versus Escape Viewing: Personal Stress

Would you look at these cards and tell me if you agree with the statement on each one? (Question 16)

> *It doesn't pay to get too friendly with people because they usually take advantage of you.* (STATEMENT 1)

VIEWING FREQUENCY	ATTITUDE TOWARD STATEMENT 1 Agree (row percentages)	Disagree	Row Total (n)
Regularly	00%	100	(16)
Occasionally	06	94	(16)
Seldom	00	100	(28)
Total (n)	(1)	(59)	(60)
Row %	2%	98	

Interpretations: This statement was an indicator of how a respondent viewed others and the attitudes he held toward them. Agreement with the statement was taken to reflect

---

[1]Both these items were taken from a review of social surveys by John P. Robinson and Phillip R. Shaver, Measures of Social Psychological Attitudes, Appendix B to Measures of Political Attitudes (Ann Arbor: Survey Research Center, Institute for Social Research, University of Michigan (August, 1969), p. 13.

"guardedness," a fearful wariness of intimate social relations. In Pearlin's study of 736 television viewers in a southern city, a greater proportion of reality-oriented viewers disagreed with the statement than did those classified as escape viewers. Among respondents in this sample 98% disagreed, indicating they were highly reality-oriented television viewers.

One can never have too many friends, and it's not a good idea being too particular in choosing them. (STATEMENT 2)

VIEWING FREQUENCY	ATTITUDE TOWARD STATEMENT 2 (row percentages) Agree	Disagree	Row Total (n)
Regularly	19%	81	(16)
Occasionally	07	93	(15)
Seldom	17	83	(29)
Total (n)	(9)	(51)	(60)
Row %	15%	85	

Interpretations: This statement was a measure of stress emanating from a blind faith in people. The model in this case was that of a person who seeks attachment to persons, without regard to their personal characteristics, to serve as buffers against unpleasant exigencies. Agreement with the statement was interpreted as symptomatic of such a situation. In the Pearlin study, a greater proportion of reality-oriented television viewers disagreed with the question than did escape viewers. Some 85% of the respondents in this study disagreed with the statement, which denotes they were reality viewers of television.

The world is in such a muddle that there is really not much that can be done about it, so why try.
(STATEMENT 3)

All respondents disagreed with this statement (n=60).

Interpretations: Statement three attempted to identify persons projecting feelings of depression, despair and futility through their views of the world about them. Agreement with the statement was taken to indicate a view of the world as unpredictable and threatening. In the Pearlin study a greater proportion of reality viewers disagreed with the statement than did escape viewers. The total disagreement among viewers of "The Way People Live" indicated a high degree of reality-oriented television viewing.

Reality Versus Escape Viewing: Social Stress

How important is it to you personally to "get ahead" . . . very important, fairly important, or not at all important?
(Question 17)

	IMPORTANCE OF "GETTING AHEAD"		
VIEWING FREQUENCY	Very Important (row percentages)	Fairly or Not At All Important	Row Total (n)
Regularly	44%	56	(16)
Occasionally	25	75	(16)
Seldom	35	65	(29)
Total (n)	(21)	(40)	(61)
Row %	34%	66	

Do you feel your (husband's) occupation offers enough opportunity to get ahead? (Question 18)

VIEWING FREQUENCY	OCCUPATION ENOUGH OPPORTUNITY Yes (row percentages)	No	Row Total (n)
Regularly	93%	07	(15)
Occasionally	80	20	(15)
Seldom	93	7	(27)
Total (n)	(51)	(6)	(57)
Row %	89%	11	

Interpretations: Question 17 was a measure of emphasis on achievement and upward social mobility. Since not everyone places the same importance on mobility, question 18 was introduced to identify those persons with strong desires to get ahead, yet without an adequate opportunity. Such frustrated aspirations should give rise to stress. On the other hand, high aspirations should not lead to stress if the individual believes his sources of attainment are good.

Among his sample Pearlin found more escape viewers with frustrated aspirations than reality-oriented ones. In contrast, persons with satisfied aspirations or little desire for mobility regardless of opportunities, were more often reality viewers than escape viewers. As the table shows, "getting ahead" was fairly important for 49% of the respondents, very important for 35%, and not at all important for the remaining 16%. However, 89% of the respondents said their occupations offered enough opportunity; that is, their aspirations had been met. Overall, respondents expressed satisfaction

with their opportunities for social mobility regardless of the importance they placed upon it. Data indicated no pattern of relationship between viewing frequency and mobility aspirations or opportunities.

Self-Assessments and Mental Health Attitudes

Taking all things together, how would you say things are these days--would you say you're very happy, pretty happy, or not too happy these days? (Question 19)

VIEWING FREQUENCY	PERSONAL HAPPINESS (row percentages) Very Happy	Pretty Happy	Not Too Happy	Row Total (n)
Regularly and Occasionally	35%	40	25	(32)
Seldom	24	55	21	(29)
Total (n)	(15)	(29)	(17)	(61)
Row %	25%	47	28	

Interpretations: Slightly less than three-fourths of all respondents reported they were very or pretty happy. A chi-square analysis of viewing frequency (with regular-occasional viewers in a collapsed category) and degree of happiness was not significant ($\chi^2 = .98$; reduced d.f. = 2; $p > .50$). There was no relationship between incidence of viewing "The Way People Live" and the degree of personal happiness among respondents.

100

In general, how satisfying do you find the way you're spending your life these days? Would you call it completely satisfying, pretty satisfying, or not very satisfying? (Question 20)

LIFE SATISFACTION

VIEWING FREQUENCY	Completely Satisfied (row percentages)	Pretty or Not Satisfied	Row Total (n)
Regularly	50%	50	(16)
Occasionally	31	69	(16)
Seldom	43	57	(28)
Total (n)	(25)	(35)	(60)
Row %	42%	58	

Interpretations: Only 8% of the respondents reported they were not satisfied with their styles of life. A chi-square analysis of data tabled above was not significant ($\chi^2 = 1.19$; reduced d.f. = 2; $p = .56$). Differences in how often respondents watched "The Way People Live" were independent of how satisfied they were with their life styles.

In comparison to the "average" person, do you think you have more or fewer personal problems? (Question 21)

COMPARISON WITH PROBLEMS OF "AVERAGE" PERSON

VIEWING FREQUENCY	More or Same Number (row percentages)	Fewer Problems	Row Total (n)
Regularly	14%	86	(14)
Occasionally	6	94	(16)
Seldom	25	75	(28)
Total (n)	(10)	(48)	(58)
Row %	17%	83	

Interpretations: Only 5% of the respondents said they had more than the average number of problems, while 83% said they had the same number, and 12% believed they had fewer. A chi-square analysis of viewing frequency and collapsed categories of responses to the question was not significant ($\chi^2 = 2.67$; reduced d.f. = 2; $p = .27$). Incidence of viewing "The Way People Live" had no relationship with how respondents assessed their own problems in relation to the average person.

As you know, all of us--just like the guests on the program--have different problems and different methods of dealing with them. Have you ever sought help or advice from professionals in dealing with yours? (Question 40)

VIEWING FREQUENCY	SOUGHT HELP WITH PROBLEMS Yes (row percentages)	No	Row Total (n)
Regularly	33%	67	(15)
Occasionally	38	62	(16)
Seldom	36	64	(28)
Total (n)	(21)	(38)	(59)
Row %	36%	64	

Interpretations: Over one third of the respondents had sought some form of professional help with their personal problems, either from their minister (33%), family doctor or psychiatrist (19% each), and social workers or psychologists (29%). There was no relationship between viewing frequency of "The Way People Live" and whether respondents had sought help with their personal problems ($\chi^2 = .06$; d.f. = 2; $p = .97$).

Suggestions for KLRN

What do you think the television station could do to get you to watch more programs on KLRN? (IF RESPONDENT REPLIES "MAKE MORE INTERESTING," ETC., ASK: How do you mean?) (1st and 2nd choices) (Question 45)

CATEGORY	PERCENT OF RESPONDENTS	
	1st Choice	2nd Choice
Better reception	10%	00%
Fewer instructional shows	02	00
Programs more relaxing and entertaining	18	23
Programs more realistic	08	18
More publicity	27	00
More news, public affairs	05	12
Color broadcasts	08	00
More special interest programs	08	13
More religious programs	02	00
More programs on personal problems	00	12
More court, law, justice programs	02	00
Total (n)	(39)	(17)

Interpretations: Over one-fourth of the respondents suggested more publicity about KLRN programs, followed by the recommendation to make shows more entertaining and relaxing. This category had the highest frequency among second responses along with the suggestion to have more special interest programs. In general, respondents said they would watch KLRN programs more often if they were made aware of them in advance and if programs could be presented in a more entertaining and relaxing way.

Interviewers' Evaluations

In general, what was the respondent's attitude toward the interview? (ITEM 64)

	PERCENT OF RESPONDENTS
Friendly and eager	76%
Cooperative, but not particularly eager	21
Indifferent, bored	03
Total (n)	(61)

Would you consider the respondent's answers "honest" and trustworthy? (ITEM 65)

	PERCENT OF RESPONDENTS
Completely honest and trustworthy	90%
Somewhat honest and trustworthy	08
Not especially honest or trustworthy	02
Total (n)	(61)

How well do you feel that you communicated with the respondent? That is, how well do you feel that you understood each other? (ITEM 66)

	PERCENT OF RESPONDENTS
Very well	33%
About average	61
Not very well	06
Total (n)	(61)

Interpretations: Overall, interviewers judged most respondents as eager to be interviewed and completely honest in their responses. Only 6% of the time did interviewers report that communication with the respondent was less than average.

Phase II.A.: Follow-Up Telephone Interviews

The objective of Phase II.A. was to conduct a follow-up survey among those viewers interviewed in-depth in order to determine their attitudes toward recent changes in the program. The 16-item questionnaire contained two sets of questions. The first set was composed of items from the in-depth questionnaire, and these were used to measure attitude changes resulting from viewing recent programs. (These 10 questions appeared in all three surveys of viewers.) The second set centered around respondents' viewing of "The Way People Live" since the time of the in-depth interviews. Questions in this section are grouped together by set.

Comparisons of Respondents

As explained earlier, not all in-depth interviewees could be reached in the telephone follow-up survey. To determine if those contacted were representative of the entire group, certain data on viewer characteristics were compared. These data were recorded from the in-depth questionnaire of each viewer who was called, and in the following four tables, are compared to data from all Phase I.B. respondents.

INTERVIEW	VIEWING FREQUENCY (row percentages) Regularly	Occasionally	Seldom	Row Total (n)
In-depth (I.B.)	26%	26	48	(61)
Follow-up (II.A.)	27	31	42	(52)
Total (n)	(30)	(32)	(51)	(113)
Row %	27%	28	45	

Interpretations: There was no statistical difference between the two surveys in the proportion of respondents in each viewing frequency group (χ^2 = .18; d.f. = 2; p > .90).

INTERVIEW	AGE OF RESPONDENT (row percentages) Less than 20 to 49 years	50 to 70 years	Row Total (n)
In-depth (I.B.)	48%	52	(61)
Follow-up (II.A.)	42	58	(55)
Total (n)	(52)	(64)	(116)
Row %	45%	55	

Interpretations: In terms of age, there was no significant difference between all in-depth interviewees and those re-contacted in the follow-up survey (χ^2 = .19; reduced d.f. = 1; p = .33).

	EDUCATION OF RESPONDENT		
INTERVIEW	Less Than College Degree	Bachelor's Degree and Above (row percentages)	Row Total (n)
In-depth (I.B.)	36%	64	(61)
Follow-up (II.A.)	31	69	(55)
Total (n)	(39)	(77)	(116)
Row %	34%	66	

Interpretations: There was no statistical difference in educational level between Phase II.A. interviewees as compared to the entire group (χ^2 = .15; reduced d.f. = 1; p = .30).

	INCOME OF RESPONDENT		
INTERVIEW	Under $15,000	$15,000 and over (row percentages)	Row Total (n)
In-depth (I.B.)	63%	37	(60)
Follow-up (II.A.)	64	36	(55)
Total (n)	(73)	(42)	(115)
Row %	63%	37	

Interpretations: A chi-square analysis showed no difference between surveys in the number of respondents with annual incomes below or above $15,000 ($\chi^2$ = .03; reduced d.f. = 1; p = .13).

Recent Viewing Behavior

Have you watched the program since we talked to you last? (Question 1)

VIEWING FREQUENCY	WATCHED SINCE IN-DEPTH INTERVIEW (row percentages) Yes	No	Row Total (n)
Regularly	79%	21	(14)
Occasionally	44	56	(16)
Seldom	36	64	(22)
Total (n)	(26)	(26)	(52)
Row %	50%	50	

Interpretations: Half the persons interviewed in-depth had watched "The Way People Live" in the interim between surveys. A chi-square analysis of viewing frequency and whether respondents had watched the program recently was significant ($\chi^2 = 6.52$; d.f. = 2; $p < .05$). As might be expected, viewing of recent programs was more associated with regular viewers than infrequent ones.

What were your reasons for watching the last few programs? (Question 12)

CATEGORY	PERCENT OF RESPONDENTS
Personal interest	16%
For information	11
Better than other program at that time	11
Liking of people	11
Enjoy program	16
Programs interesting, provocative	11
Programs of local interest	06
Self-improvement	06
Programs deal with public affairs	06
Coincidence	06
Total (n)	(18)

Interpretations: Reasons for watching more recent programs on "The Way People Live" varied widely, and for the most part were fairly general. Bi-modal categories were "enjoyment," and "personal interest," each with 16% of the respondents.

Have there been any programs or guests recently that you did not like? (IF "YES", ASK: "WHY?") (Question 13)

Only one person responded to the question, saying he did not care for the program about problems of baldness. However, no reason was given for his attitude.

Have you noticed any changes in the show? (IF "YES", ASK: Which ones?) (IF "NO", OR NOT MENTIONED ABOVE, ASK: How about the new set?) (Question 14)

Only three persons remembered seeing changes in recent programs; all referred to a greater variety in program guests. However, when interviewers asked about the new set, four additional viewers said they had noticed it.

Will you continue to watch "The Way People Live"? (Question 15)

VIEWING FREQUENCY	WILL CONTINUE TO WATCH (row percentages) Yes	Don't know	Row Total (n)
Regularly	90%	10	(10)
Occasionally	100	00	(7)
Seldom	67	33	(6)
Total (n)	(20)	(3)	(23)
Row %	87%	13	

Interpretations: Well over three-fourths of all respondents reported they would continue to watch the program, and no respondents reported they would not continue to watch. Data were not analyzed statistically because of low frequencies in one of the response categories.

Would you recommend "The Way People Live" to someone else as a program to watch? (IF "YES", ASK: Why?) (Question 16)

WHY RECOMMEND	PERCENT OF RESPONDENTS
Useful in vocations	07%
Useful in everyday life	13
Could be a help	13
Programs in public interest	07
Because of host	13
Interesting	33
Provocative programs	07
Other	07
Total (n)	(15)

Interpretations: Only two respondents, one regular and one seldom viewer, said they would not recommend "The Way People Live." The remaining 90% reported they would recommend the program. Altogether, a third of the respondents said they would recommend "The Way People Live" because it could be useful or helpful to others.

Comparisons Between Questions in In-depth and Follow-up Interviews

Of the programs you have seen recently, which ones did you like the best? (Question 2)

CATEGORY	PERCENT OF RESPONDENTS
Don Mahoney	15%
Blake Smith	31
Minnie Hurt	23
Witherspoon/White	08
Salzhandler	15
Elsberrys	08
Total (n)	(13)

Interpretations: Eight new programs, two featuring the same guest, were broadcast during the period between project phases. (Capsule descriptions of these programs are in Table 6). Other programs in the interim were repeats of previous shows. Only one fourth of the respondents had seen any of the eight new programs. Although this question was asked in the in-depth interviews, no comparisons were made because of the different programs.

TABLE 6

PROGRAMS NAMED BY RESPONDENTS
IN PHASE II SURVEYS

Don Mahoney--the cowboy host of a Houston kiddies show who overcame the limitations of blindness.

Dr. Blake Smith--a University professor who discussed youth problems with a group of students (two programs).

Frank Salzhandler--a University of Texas swimmer who told why he let himself be ousted from the team rather than cut his hair.

David and Sally Elsberry--proponents of Yoga who explained how this technique could help physically as well as mentally.

Dr. Joe Witherspoon, Rufus White--spokesmen for better race relations, they described a volunteer program for adult education in East Austin.

Mrs. Minnie Hurt--a 97-year-old lady who gave her advice on living alone, health, and other problems of the elderly.

Lou Schwartz--a local salesman discussing the problem of adjusting to premature baldness.

Bob Breahan, Dr. Robert Ferrero--founders of the telephone "Hotline," they discussed a new mental health out-patient center for Austin.

Do you think the ideas on that program were the kind a person could put into practice? (Question 3)

INTERVIEW	COULD PUT IDEAS INTO PRACTICE Yes (row percentages)	No	Row Total (n)
In-depth (I.B.)	88%	12	(56)
Follow-up (II.A.)	67	33	(24)
Total (n)	(65)	(15)	(80)
Row %	81%	19	

Interpretations: The pattern of data indicates a shift in viewers' attitudes toward the program. In the follow-up interview, a lesser proportion of viewers agreed the ideas on the "best" program could be put into practice. Chi-square analysis yielded a value near the level of significance ($\chi^2 = 3.57$; reduced d.f. = 1; $p = .057$). After watching programs in which changes had been effected, fewer viewers felt ideas on those programs could be put into practice.

To whom do you think the guest was trying to get his point across? (Question 4)

INTERVIEW	TO WHOM GUESTS' POINTS ADDRESSED General (row percentages)	Public	Other	Row Total (n)
In-depth (I.B.)	56%		44	(54)
Follow-up (II.A.)	57		43	(23)
Total (n)	(17)		(24)	(77)
Row %	56%		44	

Interpretations: A majority of viewers continued to think the guest was speaking to people in general, followed by

the categories "parents" and "youth", each with 9% of the responses. A chi-square analysis of tabled data was not significant (χ^2 = .20; reduced d.f. = 1; p > .50). Recent programs on "The Way People Live" had not caused viewers to change their minds; most continued to think the guest was speaking more to the general public than to specific audiences.

On the programs you have seen recently, what do you think was the most interesting problem discussed? (Question 5)

	MOST INTERESTING PROBLEM		
INTERVIEW	Drugs (row percentages)	Other	Row Total (n)
In-depth (I.B.)	58%	42	(52)
Follow-up (II.A.)	69	31	(13)
Total (n)	(39)	(26)	(65)
Row %	60%	40	

Interpretations: On the most recent programs of "The Way People Live" 47% of respondents said drugs was the most interesting topic, followed by problems of the elderly (16%), and race (5%). A chi-square analysis of differences in viewers' choices of the most interesting problem as being "drugs" or "other" was not significant (χ^2 = .19; reduced d.f. = 1; p > .50). A majority of viewers continued to choose "drugs" as the most interesting topic on the program regardless of changes in the show between interviews.

If you could choose, what kind of person would <u>you</u> have on the program? (Question 6)

CHOICE OF GUEST	PERCENT OF RESPONDENT
Youth/Student	23%
Poor people	05
Travelers	05
People with problems	08
"Ordinary" people	05
Same as now	18
Other	36
Total (<u>n</u>)	(22)

<u>Interpretations</u>: As in the in-depth survey, respondents continued to show great diversity in their choices of guests for "The Way People Live." The category "other," containing responses too varied to be classified, was modal with 36% of respondents, followed by "youth/students" with 23%. Almost a fifth of those responding said their choices of guests would be the "same as now." A chi-square analysis of differences between the two surveys in whether choices were "youth" or another type of guest was not significant (χ^2 = 1.95; reduced d.f. = 1; p = .16). Overall, respondents continued to choose a wide variety of guests for "The Way People Live."

In what ways do you feel this program helps or could help you? (Question 7)

CATEGORY	PERCENT OF RESPONDENTS
Does not help	18%
Offers understanding	13
In religious ways	09
Inspires	09
In relating to others	04
Informs	13
In seeing both sides	04
Educates	04
Shows how help others	04
Is interesting	04
Helps in job	09
Other	09
Total (n)	(23)

	HOW PROGRAM HELPS		
INTERVIEW	Categories Relating to Program Objectives (row percentages)	Other Category	Row Total (n)
In-depth (I.B.)	59%	41	(53)
Follow-up (II.A.)	53	47	(17)
Total (n)	(40)	(30)	(70)[1]
Row %	57%	43	

[1]For the analysis the category "does not" was omitted from both sets of data.

Interpretations: Modal category among responses to the follow-up survey for this question was "does not help," with 18%. "Offers understanding" and "informs," the largest categories in the in-depth survey, retained sizeable proportions among interviewees. Again responses fell into three broad areas: those relating to specific problems, those person-oriented but not especially indicative of problems, and those socially related.

Categories of how the program helps were grouped according to whether they related to the program's objectives--understanding, empathy, practical information, and so forth--or reflected some other type of gratification. A chi-square analysis of differences between the surveys was not significant ($\chi^2 = .02$; reduced d.f. = 1; $p > .80$). A majority of viewers continued to think the program helped them in ways related to its objectives.

In what ways do you think the producer or the television station might improve "The Way People Live" so that you would watch the program more often? (Question 8)

CATEGORY	PERCENT OF RESPONDENTS
Cannot be improved	44%
More program variety	19
More publicity	06
Alter host	06
Programs of "conflict"	06
Fewer reruns	13
More current affairs	06
Total (n)	(16)

INTERVIEW	HOW IMPROVE PROGRAM: Changes Outside the Program (row percentages)	Changes Within the Program (row percentages)	Row Total (n)
In-depth (I.B.)	39%	61	(26)
Follow-up (II.A.)	22	78	(09)[1]
Total (n)	(12)	(23)	(35)
Row %	34%	66	

Interpretations: About half the respondents in the telephone follow-up interviews said "The Way People Live" could not be improved. Categories were dichotomized into changes outside the program or within it (See results section Phase I.B., question 44 for definitions), and a chi-square analysis computed on differences in responses between the two surveys. The resulting value was not significant ($\chi^2 = .25$; reduced d.f. = 1; $p > .80$). Attitudes of respondents had changed only slightly since the first interviews; a majority continued to suggest making changes within "The Way People Live." At the time of the follow-up interview respondents were mostly in favor of having greater variety in programs and fewer reruns.

---

[1]The category "cannot be" was omitted from the analysis.

If you had the power, what changes would you make in the program? (Question 9)

CATEGORY	PERCENT OF RESPONDENTS
Would not	79%
Different time	07
Interviewing outside the studio	07
More interesting guests	07
Total (n)	(15)

Interpretations: About four-fifths of the respondents indicated that if they had the chance, they would not change "The Way People Live." Of those suggesting changes, responses were equally divided between a different time for the broadcast, interviewing outside the studio, and more interesting guests. In sum, viewers had fewer suggestions for improving "The Way People Live" than in the first interview, and at the time of the follow-up survey most agreed they would not change the program if they had the chance.

How about the host of the program, what are your impressions about him? (Question 10)

	IMPRESSIONS OF HOST		
INTERVIEW	Favorable (row percentages)	Neutral or Unfavorable	Row Total (n)
In-depth (I.B.)	75%	25	(61)
Follow-up (II.A.)	83	17	(24)
Total (n)	(66)	(19)	(85)
Row %	88%	12	

Interpretations: Between interviews viewers' opinions of the program's host did not change significantly (χ^2 = .25; reduced d.f. = 2; p > .80). Overall, attitudes toward the host of "The Way People Live" continued to be overwhelmingly favorable.

How would you change him if you had the chance? (Question 11)

CATEGORY	PERCENT OF RESPONDENTS
Would not	81%
Have him not interrupt guest	09
Have him be "warmer"	05
Have him be more relaxed	05
Total (n)	(21)

Interpretations: If they had the chance, 81% of the respondents would not change the host in any way, compared to 70% in the in-depth interviews. Because of low frequencies of responses in three categories, statistical comparisons were not made. Overall, respondents continued to state they would not change the program's host.

Phase II.B.: Final Telephone Survey

The goal of Phase II.B. was to interview all viewers of "The Way People Live" previously identified but not yet contacted. The questionnaire for the survey contained 21 items, all but one of which were taken from the in-depth questionnaire. Since the surveys were made among two different samples of viewers, responses to questions are compared whenever possible. Questions follow in the order in which they were asked.

Do you watch "The Way People Live" regularly, occasionally, or seldom? (Question 1)

	VIEWING FREQUENCY			
INTERVIEW	Regularly	Occasionally	Seldom	Row Total (n)
	(row percentages)			
In-depth (I.B.)	26%	26	48	(61)
Final telephone (II.B.)	20	53	27	(46)
Total (n)	(24)	(37)	(40)	(101)
Row %	24%	37	40	

Interpretations: Significantly more respon[illegible]ts in the final telephone survey classified themselves [illegible]asional viewers and fewer as seldom viewers than did those [illegible]sons interviewed in-depth ($\chi^2 = 7.33$; d.f. = 2; $p < .05$).

(IF ANYTHING OTHER THAN "REGULARLY"), *Why don't you watch more often?* (Question 2)

CATEGORY	PERCENT OF RESPONDENTS
Lack time	39%
Poor reception	03
Watching other TV	14
Working	03
Inconvenient broadcasting time	07
Topic not of interest	03
Forget or unaware of program	07
Dislike format	03
Don't watch public TV	18
All other	03
Total (n)	(29)

	WHY NOT WATCH MORE OFTEN		
INTERVIEW	Personal Reasons	Program Reasons	Row Total (n)
	(row percentages)		
In-depth (I.B.)	76%	24	(38)
Final telephone (II.B.)	82	18	(28)
Total (n)	(52)	(14)	(66)[1]
Row %	79%	21	

Interpretations: Four-fifths of the respondents said they did not watch the program more often because of various

---

[1]The categories "other" were omitted in this analysis.

personal reasons--they lacked time, they were working, and so forth. The remainder said they did not watch more because of various aspects of the program--poor reception, uninteresting topics, etc. There was no significant difference between the two samples of viewers in relation to these two broad categories of reasons (χ^2 = .01; reduced d.f. = 1; $p > .90$). Of all viewers contacted, most gave personal reasons for not watching more often.

The first time you watched "The Way People Live" . . did you tune in by accident, did someone tell you about the program, or did you see an advertisement? (Question 3)

	REASON WATCHED FIRST TIME		
INTERVIEW	Accident (row percentages)	Other	Row Total (n)
In-depth (I.B.)	56%	44	(57)
Final telephone (II.B.)	37	63	(27)
Total (n)	(42)	(42)	(84)
Row %	50%	50	

Interpretations: Rather than tuning in by accident, most of the viewers in this sample first watched "The Way People Live" because they saw an advertisement (26%), someone recommended they watch (22%), or some other reason (15%). A chi-square analysis between responses in the two surveys as whether viewers first watched because they tuned in by accident or some other reason yielded a value not significant but pointing up a definite pattern in the data (χ^2 = 1.97; reduced d.f. = 1; p = .157). Viewers in the first sample tended to have first seen the program by accident, whereas most of those

interviewed in the final telephone survey had watched initially because of other reasons.

Let's talk for a moment about recent programs on "The Way People Live." Of the programs you have seen recently which ones did you like the best? (Question 4)

Only six respondents had watched programs in which changes had been effected. The recent programs featuring Dr. Blake Smith were named by three of the six; the show with Frank Salzhandler named by two, and that with the Elsberrys as guests by one respondent.

Do you think the ideas on the program were the kind a person could put into practice? (Question 5)

Considering all programs regardless of when they were broadcast, no respondent thought the ideas on the program he liked best could not be put into practice. Only one viewer said he "did not know." The 97% "yes" responses (n=32) compares to 88% affirmations when this question was asked in the in-depth interviews.

How did you feel in relation to the guest on that program . . better off, worse off, or about the same? (Question 6)

	FEEL IN RELATION TO GUEST		
INTERVIEW	Better Off	Worse Off or Same (row percentages)	Row Total (n)
In-depth (I.B.)	76%	24	(45)
Final telephone (II.B.)	84	16	(25)
Total (n)	(55)	(15)	(70)
Row %	79%	21	

Interpretations: Over three-fourths of the respondents in each survey felt they were better off than the guest on the program they liked best. A chi-square analysis showed no significant differences between data in the two surveys (χ^2 = .28; reduced d.f. = 2; $p > .80$). Thus, regardless of when or how they were interviewed, the majority of viewers contacted said they felt better off than the guest on the program they liked best.

To whom do you think the guest was trying to get his point across? (Question 7)

	TO WHOM GUESTS' POINTS ADDRESSED		
INTERVIEW	General Public (row percentages)	Other	Row Total (n)
In-depth (I.B.)	56%	44	(54)
Final telephone (II.B.)	56	44	(34)
Total (n)	(49)	(39)	(88)
Row %	56%	44	

Interpretations: As in the in-depth and follow-up interviews most of these viewers thought guests on the program were speaking more to people in general than other audiences. This category was followed by "similar people," "youth," and "other," each with 12%. A chi-square analysis of responses from the two samples of viewers was not significant (χ^2 = .25; reduced d.f. = 1; $p > .50$). Over half of all viewers thought the guests on the programs they liked best were addressing their points to the general public.

On the programs you have seen recently what do you think was the most interesting problem discussed? (Question 8)

INTERVIEW	MOST INTERESTING PROBLEM Drugs (row percentages)	Other	Row Total (n)
In-depth (I.B.)	58%	42	(52)
Final telephone (II.B.)	82	18	(22)
Total (n)	(48)	(26)	(74)
Row %	65%	35	

Interpretations: Again, as in both previous surveys in which this question was asked, respondents considered drugs as the most interesting problem discussed on "The Way People Live." A chi-square analysis of differences in attitudes concerning drugs and all other topics considered showed a significant relation ($\chi^2 = 3.01$; reduced d.f. = 1; $p < .05$). Viewers in the sample considered the problem of drugs even more important than respondents in the other sample.

Do you feel that many persons you know are personally concerned with the problem discussed on that program? (Question 9)

INTERVIEW	KNOW PERSONS WITH PROBLEM Yes (row percentages)	No	Row Total (n)
In-depth (I.B.)	77%	23	(56)
Final telephone (II.B.)	88	12	(34)
Total (n)	(73)	(17)	(90)
Row %	80%	20	

Interpretations: Well over four-fifths of these viewers said they knew someone with the problem they said was

the "most interesting" on "The Way People Live." When responses to the question were compared between the two viewer samples, chi-square was not significant ($\chi^2 = 1.52$; d.f. = 1; $p > .20$). Knowing someone with a problem which was an important topic on "The Way People Live" was a consistent characteristic of viewers of the program.

Are members of your family, or close friends, having problems in that area? (Question 10)

INTERVIEW	FAMILY, FRIENDS WITH PROBLEM (row percentages) Yes	No	Row Total (n)
In-depth (I.B.)	25%	75	(57)
Final telephone (II.B.)	44	56	(32)
Total (n)	(61)	(28)	(89)
Row %	68%	32	

Interpretations: Slightly less than half of the viewers in the final telephone survey said their families or close friends were having problems in the area of the "most interesting" problem. When the two samples of viewers were compared on responses to this question, chi-square was not quite significant ($\chi^2 = 2.71$; d.f. = 1; $p = .05$). The pattern emerging from this analysis is that a greater proportion of viewers interviewed in-depth said persons close to them were not affected by the problem, while almost half the viewers in the final telephone survey said their family or close friends were having problems in that area.

Have you ever or are you now [having problems in that area]? (Question 11)

None of the respondents (n=32) said they themselves ever had or were having the problem they indicated was the "most interesting" on "The Way People Live." Some 12 percent of responses in the in-depth interview fell into the "yes" category.

What would you say were your main reasons for watching the program? (Question 12)

CATEGORY	PERCENT OF RESPONDENTS
Personal interest	32%
For information	32
Better than other programs at that time	04
Self-improvement	04
Liking of people	08
Because of "real life" situations	04
Enjoy program	12
All other	04
Total (n)	(25)

Interpretations: Bi-modal categories of reasons for watching "The Way People Live" were "personal interest" and "for information," each with about a third of all responses. This question was not asked in the in-depth interviews, but drew similar responses in the telephone follow-up survey.

If you could choose, what kind of person would you have on the program? (Question 13)

CATEGORY	PERCENT OF RESPONDENTS
Parents	04%
Nonprofessionals	04
Youth/Students	04
Professionals	04
Labor union member	04
PTA leaders	04
Mental hospital outpatient	04
Veterans	04
Celebrities	04
Alcoholics	04
State hospital volunteers	04
Christian person	04
People with problems	15
"Ordinary" people	04
Same as now	07
All other	10
Total (n)	(28)

Interpretations: As in the previous surveys there was a great variety in respondents' choices of guests. In contrast to the Phase II.A. survey, these respondents placed greater emphasis on having "people with problems" as guests, and a smaller proportion were for "same as now" guests. No responses in the Phase I.B. interviews fell into the latter category.

In what ways do you feel this program helps or could help you? (Question 14)

CATEGORY	PERCENT OF RESPONDENTS
Does not	12%
Offers understanding	20
In relating to others	03
Informs	14
Helps identify with people	06
Helps in dealing with own problems	12
Educates	12
Shows how help others	03
Helps in job	12
Other	06
Total (n)	(34)

	HOW PROGRAM HELPS		
INTERVIEW	Categories Relating to Program Objectives (row percentages)	Other Category	Row Total[1] (n)
In-depth (I.B.)	59%	41	(53)
Final telephone (II.B.)	73	27	(30)
Total (n)	(53)	(30)	(83)
Row %	64%	36	

Interpretations: "Understanding" was the modal category among responses (20%), followed by "informs" with 14%. A chi-square analysis was computed on differences in responses

[1]For the analysis the category "does not" was omitted from both sets of data.

between the in-depth interviews and the final telephone survey. Categories were grouped according to whether they related to the program's objectives--identification, understanding, etc.--or reflected some other type of utility for viewers. The analysis yielded a value quite near significance ($\chi^2 = 3.48$; reduced d.f. = 1; $\alpha = .05$), indicating a definite pattern in the data. Although a majority of all viewers felt the program helped them in objective-related ways, the proportion with that attitude was greater among respondents in the final telephone survey.

In what ways do you think the producer or the television station might improve "The Way People Live" so that you would watch the program more often? (Question 15)

CATEGORY	PERCENT OF RESPONDENTS
Cannot be	32%
More program variety	16
More publicity	10
Different time	16
Alter host	10
New host	10
All other	06
Total (n)	(19)

INTERVIEW	HOW IMPROVE PROGRAM: Changes Outside the Program (row percentages)	Changes Within the Program (row percentages)	Row Total (n)
In-depth (I.B.)	39%	61	(26)
Final telephone (II.B.)	46	54	(13)[1]
Total (n)	(16)	(23)	(39)
Row %	41%	59	

Interpretations: Almost a third of the viewers in this sample said "The Way People Live" could not be improved. Among specific suggestions bi-modal categories were more program variety and a different program time. Categories of responses were dichotomized into "changes outside the program"--more publicity and different time--and "changes within the program"--alter host and so forth. A chi-square analysis between these categories and responses in the two surveys was not significant ($\chi^2 = .03$; reduced d.f. = 1; $p > .80$). In both samples of viewers respondents more often suggested changing aspects within the program than changing factors outside it.

---

[1]The category "cannot be" was omitted from the analysis.

If you had the power, what changes would you make in the program? (Question 16)

CATEGORY	PERCENT OF RESPONDENTS
Would not	72%
Use of film clips	06
More program variety	06
Move faster	06
Other	10
Total (n)	(18)

Interpretations: As in the other two surveys which included this question, well over two-thirds of the respondents said they would not change the program if they had the opportunity. Statistical comparisons were not made because of low frequencies in response categories.

How about the host of the program, what are your impressions about him? (Question 17)

	IMPRESSIONS OF HOST		
INTERVIEW	Favorable (row	Neutral or Unfavorable percentages)	Row Total (n)
In-depth (I.B.)	75%	25	(61)
Final telephone (II.B.)	76	24	(34)
Total (n)	(72)	(23)	(85)
Row %	85%	15	

Interpretations: Here, as in the previous two surveys, three-fourths or more respondents held favorable impressions of the program's host. There was no significant difference between viewer samples in responses to the question ($\chi^2 = .41$;

reduced d.f. = 1; $p > .50$). A large majority of all viewers were favorably impressed with the program's host.

How would you change him if you had the chance? (Question 18)

CATEGORY	PERCENT OF RESPONDENTS
Would not	73%
Have him be more probing	03
Have him not interrupt guest	20
Other	03
Total (n)	(30)

Interpretations: Some 73% of all respondents said they would not change the program's host in any way, compared to 70% in the in-depth interviews and 81% in the telephone follow-up survey.

The following three questions are not worded exactly as they were on the in-depth questionnaire because of different interview procedures over the telephone.

Could you tell me your approximate age? Are you between 40 and 50, 50 and 60, etc? (Question 19)

	AGE OF RESPONDENT		
INTERVIEW	Less than 20-49 years (row percentages)	50 to 70 Years	Row Total (n)
In-depth (I.B.)	48%	52	(61)
Final telephone (II.B.)	60	40	(35)
Total (n)	(50)	(46)	(96)
Row %	52%	48	

Interpretations: Modal age category among responses in the final telephone survey was 40 to 49 years, with 31%,

followed by 60-69 (23%). A chi-square analysis between samples and whether respondents were above or below 50 years in age was not significant (χ^2 = .95; reduced d.f. = 1; p > .30). Viewers contacted in the study tended to be somewhat older, altogether with an average age of about 60 years.

How would you classify your formal education? Do you have more than a high school diploma? More than a college degree? (Question 20)

	EDUCATION OF RESPONDENT		
INTERVIEW	Less than College Degree	Bachelor's Degree and Above (row percentages)	Row Total (n)
In-depth (I.B.)	36%	64	(61)
Final telephone (II.B.)	20	80	(35)
Total (n)	(35)	(61)	(96)
Row %	36%	64	

Interpretations: Three-fourths of the viewers contacted in the final telephone survey had at least a college degree, with "graduate work" the modal category (44%). A chi-square analysis of educational differences in the two samples was not significant (χ^2 = .01; reduced d.f. = 1; p > .80). The tendency to be in a high educational category was common to all viewers contacted.

Could you tell me your approximate family income for last year--before taxes, that is? Was it under $10,000, between 10 and 15 thousand, or over 15 thousand? (Question 21)

	INCOME OF RESPONDENT		
INTERVIEW	Under $15,000 (row percentages)	$15,000 and over	Row Total (n)
In-depth (I.B.)	63%	37	(60)
Final telephone (II.B.)	57	43	(35)
Total (n)	(58)	(37)	(95)
Row %	61%	39	

Interpretations: Almost half of the respondents in this sample reported an annual income in excess of $15,000, with another third having incomes between $10,000 and $14,999. A chi-square analysis of differences between the two samples in whether respondents' incomes were over or less than $15,000 was not significant ($\chi^2 = .12$; reduced d.f. = 1; $p > .70$). Viewers in both samples were alike in that they tended to have relatively high annual incomes.

VI. DISCUSSION

Summary of Findings

Results of the study can be summarized in several broad areas: audience characteristics and viewing behavior, viewer attitudes, respondent suggestions, and viewing motives and program objectives. Following this summary implications of the results are discussed.

Audience Characteristics and Viewing Behavior

1. Some 467 subscribers to the KLRN program guide responded to the Phase I.A. mail survey, and over half reported they had never seen "The Way People Live"--primarily because they were unaware of it. Non-viewers of the program watched television less than viewers and tended to watch commercial channels rather than KLRN. When they did watch that station, most chose programs other than public affairs or discussion shows.

2. Viewers of "The Way People Live" watched KLRN more than other channels, but they also tended to watch more television in general. Most of the viewers had first tuned in the program by accident. For their second choices of KLRN programs viewers preferred public affairs and discussion shows over other types.

3. In-depth interviews were conducted with 61 viewers of the program and 38 additional viewers later were interviewed by telephone. People who watched "The Way People Live" tended toward middle age. Three-fourths were over 40 years of age, and two-thirds of the regular viewers were in the 65 and over category. The average age of all viewers was about 60 years.

4. The audience tended to be highly educated, with over half having done graduate work in college.

5. Almost two-thirds of the viewing group were retired persons or housewives. Slightly less than half were or had been in professional occupations. Viewers tended to have high incomes, with over one-third making more than $15,000 a year.

6. Most of the respondents were married, but about half the couples reported there were no children in the home.

7. A majority of the viewers had lived in the Austin area for over 15 years, and one-third had lived at the same residence for over 20 years. Three-fourths owned their homes.

8. A fourth of the audience members considered themselves "not too happy," but almost all felt their life styles were "pretty" or "completely" satisfying. Over a third had sought some form of professional help with their personal problems.

9. Most viewers thought they had fewer problems than the average person, and a majority felt better off than the guest of the program they liked best. The audience was evenly

divided on whether they thought they were more successful than most of the guests on the program.

10. Almost a fourth of the persons interviewed said they were regular viewers of "The Way People Live" and had tuned in initially by accident. Overall, regular viewers tended to be older than infrequent viewers and to watch significantly more television and more programs on KLRN. They also tended to be in households where children were not present.

11. Over a third of those responding to the mail survey said they were occasional viewers of "The Way People Live," who had first tuned in the program after seeing an advertisement. This group was somewhat younger than regular viewers and over half were in households with children.

12. Some 40 percent of the mail survey respondents reported they seldom watched the program. Those in this group were the youngest among viewers contacted and most tended to have children in their homes. Most had initially tuned in the program by accident.

Viewer Attitudes

1. A majority of the viewers had discussed some program in the series, and this tendency increased with incidence of viewing "The Way People Live." Seldom viewers tended to discuss it with their families, occasional viewers with friends, and regular viewers with both family and friends. Main topics of discussion were the problem in general or some aspect of the program's guest.

2. Frequent viewers of "The Way People Live" considered the guest on the program they liked best as speaking to specific audiences, while viewers seldom watching the program thought that guest's points were addressed more to people in general.

3. Over two-thirds of all audience members considered program guests as credible "all the time." For the guest on the program they liked best, however, a majority thought most people would disagree with his viewpoint.

4. Drugs was judged the most interesting problem featured on programs, and those on this topic also were "liked best." Respondents discussed programs with drug themes more often than others. More frequent viewers than infrequent ones tended to name drugs the most interesting problem.

5. Two-thirds of the respondents classified the problem they considered most interesting as "very important" to most people, and a like proportion said there was not enough information about it on television or in other mass media.

6. About three-fourths of the viewing group classified their own interest in the "most interesting" problem as "very important." A slightly greater proportion said they knew persons with problems in that area, but these were not among their families or close friends. Viewers seldom said they had experienced the problem discussed on a program.

7. Most viewers could recall at least one or two points of the program they liked best, with regular and seldom

viewers of the series able to remember significantly more about that program than occasional viewers.

8. All the viewers who were asked said they would recommend "The Way People Live" to others primarily because it could be useful or helpful.

Viewer Suggestions

1. Viewers said they would watch the program more if it were at a different time, if it had more variety in format and production, and if the interview situation were more relaxed.

2. Respondents would change "The Way People Live" by giving it greater variety in format, occasionally using film clips or interviewing outside the studio, and featuring "more interesting" or "happier" guests.

3. Respondents showed great diversity in their choices of guests for the program; overall, types of guests suggested most often fell into the broad categories elderly, youth, and people with problems, especially of a family nature.

4. Most audience members held a favorable opinion of the program's host and would not change him if they had the chance, although infrequent viewers tended to be less favorable than others. Suggestions contrasted between having him be "more relaxed" and having him be "bolder" and "more probing."

5. As regards KLRN, viewers of "The Way People Live" suggested more publicity about programs, followed by the recommendation to make offerings more entertaining and relaxing.

As a second choice more special interest programming was proposed.

Viewing Motives and Program Objectives

1. The items concerning viewing motives and gratifications did not differentiate between groups as to the frequency they watched "The Way People Live."

2. Most audience members said they watched the program because of personal interest, interest in people, for information, or because it was "enjoyable." Only a small number reported watching because a program related to a specific personal problem, but a large majority of all viewers believed ideas on a program could be "put into practice."

3. As reasons for not watching the program respondents said they lacked time, received KLRN poorly, or were just "not interested" in that type of show.

4. Almost half the viewers said the series helped them in general ways: being informative and educational, and offering insight or understanding. A smaller proportion said programs helped in ways related to personal problems, and others felt it helped them in dealing with people or in other social areas. Overall, most listed benefits related to objectives of the series.

5. Among practical reasons as to why they watched, those chosen most often were related to the program's audience objectives: empathy, introspection, education, and so forth. Motives unrelated to program goals which viewers ranked highly

were curiosity about guests, affinity for the show's host, and the fact the broadcast had no commercial interruptions.

6. In structured responses majorities said "The Way People Live" was not the only program at that time which they liked, nor did it serve to relax or entertain them.

7. As they watched a program viewers evinced generally positive affections in terms of the program's objectives. Feelings of sympathy, being informed, and guilt reduction were rated most positive. No respondent reported negative feelings in terms of objectives.

Implications

"The Way People Live"

One of the major implications arises from the fact that the program had a relatively well-defined audience in terms of the personal and social characteristics of its members. A sub-set of these variables differentiated viewers from non-viewers of the series, and to a lesser degree appeared to be fairly reliable predictors of an audience member's frequency of viewing the program. These characteristics centered around an older person who watched television more than others in the population, and a significant portion of whose viewing was of programs on the educational channel, especially public affairs and discussion shows. Viewing frequency was differentiated by these variables as well as whether children were in the home.

However, in attitudes about the program there were no marked contrasts in relation to incidence of viewing. This

lack of discrimination between viewing frequency groups carried over into items on objective-related reasons for watching, affective responses to a program, and viewer attitudes concerning "life styles." Social and demographic measures and television viewing behaviors tended to differentiate the audience more than the subtle psychological or attitudinal characteristics.

Another audience implication is that viewers were generally favorable in their comments toward the program, with almost all saying it helped them in some manner. Most indicated they benefited in general ways--by being informed or deriving insight and understanding from watching "The Way People Live." Smaller numbers said the program helped in connection with personal problems or in relating to others.

As discussed at the outset, one of the primary purposes of the study was to determine if the objectives of the program would be manifest in viewer attitudes, and questions with this aim were included in the in-depth questionnaire. Responses to these questions did not differentiate among viewers according to their frequencies of viewing the program. In contrast, a salient feature was that regardless of how often they viewed the program, most watched because of reasons related to program objectives, and categories of how respondents said the program helped them could be interpreted also in terms of its goals.

Another strategy of the research was, on the basis of Phase I.B. interviews, to recommend changes in the program to

its producer--such as a greater variety in format and production, a wider range of guests, and so forth--and to survey in Phase II for shifts in viewer attitudes resulting from these changes. The major changes effected in the program were a different set and a somewhat greater variety of guests. Data from Phase II showed that viewers contacted were much like those previously interviewed in their demographic characteristics and viewing behaviors. Comparisons of results from identical questions showed no significant differences in attitudes due to program changes. The implication is that the program audience is a fairly stable one, and despite minor changes in the program, regular viewers are likely to continue to be regular viewers--that watching "The Way People Live" is part of their television habits. However, overall results suggest that the infrequent viewer is attracted to the program by specific topics rather than a general inclination to watch this type of program.

Based on these findings it appears that to increase audience size and to maintain programming in accord with objectives, program topics must be within the sphere of interest of occasional and seldom viewers. Changes in topics would have to be coupled with more publicity about the show in order to attract new viewers, since over one-half of those persons in the mail survey who had never seen the program said they were unaware of it. Interviewees also recommended more publicity and suggested several ways of achieving it. The research implication from all this is that future audience

analyses of this program attempt to survey viewer interest. Perhaps the determination of topics which would attract a broad base of viewers would be a key goal of subsequent research.

Specific suggestions from viewers centered around changes in the format and techniques of presentation. To increase the viewing audience it seems likely that changes in these areas could be somewhat extreme and not result in the loss of current viewers. Changes effected in the program between project phases were so slight as to go almost unnoticed by most viewers, who continued to recommend the same types of improvements. Phase II results indicated no viewers stopped watching due to the interim changes; in contrast, all reported they would recommend the series to others.

In more detail the data seemed to point to a series of generalizations that infrequent viewers have more children in their homes than regular viewers, seem particularly interested in programs on drugs, and tend to discuss these programs with their families. Thus, it appeared that the infrequent viewer was seeking specific information that he might apply to his family situation, while regular viewers, who tended to prefer public affairs on television, simply were trying to stay up-to-date on the kinds of topics treated on the program. However, evidence to support this pattern of motives is far from conclusive.

It is difficult to generalize about the impact of the program in terms of viewers' mental health attitudes. They evinced positive attitudes toward their life styles and were

almost devoid of the types of personal and social stress usually associated with "escape" television viewing. Most said they watched for reasons which reflected audience objectives and that the program also helped them along these lines. However, none of these items was able to discriminate between viewing frequency groups. Of course, the point can be made that attitudes toward mental health were not compared with an adequate control group--non-subscribers to the KLRN program guide who watched the program, or for that matter anyone who did not watch it. Such comparisons could be a topic for subsequent research.

Evaluating Public Broadcasting

From a broader view the research attempted to develop a model for evaluating specific programs on public television. The basic question was what types of data best identify the audience, yet offer a basis for assessing whether a program fulfills its audience objectives. As previously mentioned, social and demographic characteristics best predicted the type of person most likely to view this program, and also how often he might watch it. Attitudinal items and questions related to the program's objectives, although generally positive, failed to discriminate between viewing frequency groups. The most important consideration in the design of future research of this sort would seem to be the development of a set of audience response measures that can be related as directly as possible to the program's objectives.

In the present study audience objectives were formalized after the series had been on the air for some time, and assessments of those objectives were developed as well as could be for present purposes. One might draw from the rationale and literature of educational evaluation, where classroom instruction is planned with concrete observable student behaviors in mind. Similarly, it seems that a non-entertainment type of program such as "The Way People Live" could be planned and presented on the basis of objectives relating to specific audience response behaviors. Audience feedback could be the basis for subsequent changes in content and presentation techniques. To some degree this has been the case of "Sesame Street," where evaluation of the program has focused primarily on realization of these pre-planned objectives in the children's response behaviors.[1] It is recognized that behavioral objectives for more abstract types of programs such as those related to mental health may provide a greater challenge than instructional objectives written simply for the basis of learning behaviors. On the other hand, it does seem possible that such strategies could be attempted, and this is suggested for further research.

As discussed previously a basic problem in research on public television, which by nature involves small audiences,

---

[1]Samuel Ball and Gerry Ann Bogatz, The First Year of Sesame Street: An Evaluation, (Princeton: Educational Testing Service, 1970).

is the identification of an adequate sample of viewers without the necessity of conducting exhaustive surveys in the broadcast area. The alternative in the present research was to sample among known viewers of public television. This provided comparisons between viewers and non-viewers of the program, but it eliminated by omission all other viewers in the local population. In short, the most important implication for research is the development of some type of compromise sampling procedure whereby comparisons can be made among viewers, yet at the same time offer a viewer population less biased than the present one.

One of the strategies attempted in the study was to conduct a post-survey among persons interviewed in-depth. Characteristics of these viewers did not differ significantly from the first sample. The lack of differences in attitudes about the program reflected that whatever changes had been made in it had no substantial impact on viewing habits or behaviors. It is suggested that a similar scheme be employed in future assessments of public broadcasting. It might be that initial surveys in such research could involve in-depth interviews in order to develop the most sensitive measurement instruments, and subsequent interviews using these items could be reduced to a telephone format.

It also might be feasible to develop panels of viewers to assist in program evaluation. If a questionnaire instrument had been developed to a satisfactory point, then items from that instrument could be used in batteries of calls among the

panel of viewers. A similar strategy might be to have a separate panel of viewers composed of people who had never watched programs, so that certain data could be compared between viewers and non-viewers.

In all, the rationale of this research was that evaluation of non-commercial broadcasting should be focused upon program impact. Several strategies to this end were included in the study, but overall it was viewer characteristics and not differences related to program impact which most distinguished the audience.

A P P E N D I X A

Phase I.B. Questionnaire

THE UNIVERSITY OF TEXAS AT AUSTIN
Center for Communication Research
Austin, Texas 78712

Case # _____

Date _____

Time Begun _____

INTRODUCTION: Hello, I'm from the University of Texas Center for Communication Research. We are conducting research about the television program, "The Way People Live," and want to get your ideas as a viewer of the show.

1. Could you tell me first of all how long you have lived in the Austin area? ("AUSTIN AREA" INCLUDES ALL OF TRAVIS COUNTY) (CIRCLE APPROPRIATE CATEGORY)

Less than 1 year	1-4	4-10	10-15	15-30	Over 30	NR

2. How many years have you lived at this address?

Less than 1 year	1-2	2-3	3-5	5-10	10-20	Over 20	NR

3. How many other addresses have you lived at in the Austin Area?

0	1	2	3	4	5	6-10	Over 10	NR

4. How many operating television sets do you have in your home?

1	2	3	4	5

5. About how much time per day would you estimate you spend watching television?

1/2 hr or less	1/2 to 1 hr	over 1 hr	2+	3+	4+	5+	6+

6. What are your favorite programs on television. . that is, what kinds of programs do you usually watch?

7. What station do you watch the most? (CIRCLE ONE BELOW)

KTBC, Ch 7 KHFI, Ch 42 KLRN, Ch 9 Other _____ (SPECIFY)

8. About how many programs per week would you say you watch on KLRN television, channel 9?

0 1 2 3 4 5 6 7 8 9 10

9. (IF WATCH KLRN), What programs do you usually watch?

10. How often do you see "The Way People Live" . . every program, every other program, only occasionally, or seldom. (CHECK APPROPRIATE BLANK)

_____Every program
_____Every other program
_____Occasionally
_____Seldom

11. (IF ANYTHING OTHER THAN "EVERY PROGRAM"), Why don't you watch more often?

(PROBE) Anything else?

12. How much of the program do you usually see . . all, over half, or less than half? (CHECK APPROPRIATE BLANK)

_____All _____Over half _____Less than half

13. Do you watch the program alone or with others?

_____Alone _____With others

14. (IF WITH OTHERS), Who? (CIRCLE NEEDED CATEGORIES)

Spouse Children Other family Friend Other

15. The first time you watched "The Way People Live" . . did you tune in by accident, did someone tell you about the program, or did you see an advertisement on television or in the newspaper?

_____Tuned in by accident
_____Told by someone
_____Ad on TV
_____Ad in newspaper
_____Other

16. Would you look at these cards (HAND RESPONDENT PINK CARDS) and tell me if you agree with the statement on each one?

1. It doesn't pay to get too friendly with people because they usually take advantage of you. _____Agree _____Disagree

2. One can never have too many friends, and it's not a good idea being too particular in choosing them. _____Agree _____Disagree

3. The world is in such a muddle that there is really not much that can be done about it, so why try? _____Agree _____Disagree

17. How important is it to you personally to "get ahead" . . very important, fairly important, or not at all important.

_____Very important
_____Fairly important
_____Not at all important

18. Do you feel that your (husband's) occupation offers enough opportunity to get ahead?

_____Yes _____No _____NR

19. Taking all things together, how would you say things are these days--would you say you're very happy, pretty happy, or not too happy these days?

_____Very happy
_____Pretty happy
_____Not too happy

20. In general, how satisfying do you find the way you're spending your life these days? Would you call it completely satisfying, pretty satisfying, or not very satisfying?

_____Completely satisfying
_____Pretty satisfying
_____Not very satisfying

21. In comparison to the "average" person, do you think you have more or fewer personal problems?

_____More _____Fewer _____NR

22. Let's talk for a moment about recent programs on "The Way People Live." Of the programs you have seen recently, which ones did you like the best?

23. What would you say were the main points of the program you liked best . . that is, what was it about?

(PROBE) Anything else?

24. Do you think the ideas on that program were the kind a person could put into practice?

_____Yes _____No _____Don't know

25. How did you feel in relation to the guest on that program . . better off, worse off, or about the same?

_____Better off _____Worse off _____About the same

26. To whom do you think the guest was trying to get his point across?

27. In thinking about the guest's viewpoint, do you believe a lot of people would disagree with him (her)?

_____Yes _____No _____Don't know

28. On the programs you have seen recently, what do you think was the most interesting problem discussed?

29. Do you feel that many persons you know are personally concerned about the problem discussed on that program?

_____Yes _____No _____Don't know

30. Are members of your family, or close friends, having problems in that area?

_____Yes _____No _____Don't know

31. Have you ever or are you now?

_____Yes _____No _____NR

32. How important would you say _____ is to
(SPECIFY THE PROBLEM)
most people . . very important, fairly important, not at all important.

_____Very important
_____Fairly important
_____Not at all important

33. Do you think there is too much, or not enough information about _____ on television and in other media?
(SPECIFY THE PROBLEM)

_____Too much _____Not enough _____Don't know

34. How would you classify your interest in _____
(SPECIFY THE PROBLEM)
. . very important, fairly important, not at all important.

_____Very important
_____Fairly important
_____Not at all important

35. Have you discussed any program of "The Way People Live" with anyone?

_____Yes _____No _____NR

(IF YES)

35a. Which program _____

35b. With whom did you discuss it?

_____Family _____Friends _____Other

35c. Why did you discuss that particular program?

35d. What parts of the program did you discuss?

36. Think again about the program on _____ we
(SPECIFY THE PROBLEM)
discussed earlier, how would you say watching it made you feel? Take a look at this sheet (HAND SHEET #1 TO RESPONDENT) and put a mark along the line between the words to indicate how watching that program made you feel. There are two examples at the top to show you how to fill in along the lines.

IF RESPONDENT SPENDS TOO MUCH TIME ON SHEET, EXPLAIN: Don't worry about it too much. Just go through the words as fast as you can. I don't want to take up too much of your time on it.

152

SHEET #1

In the numbered items below, mark one of the spaces between the words to indicate how that program on "The Way People Live" made you <u>feel</u>.

FOR EXAMPLE:

If you felt about "halfway" between "excited" and "calm," you would put a mark in the middle space on the line, as:

excited___:___:___:X:___:___:___calm

If you felt more "interested" than "uninterested" you might mark thusly:

interested___:___:X:___:___:___:___uninterested

But if you felt extremely "interested," you might mark close to the word, as:

interestedX:___:___:___:___:___:___uninterested

In the next seven items, put a mark along the line between the words, as shown in the examples above, to show how that program made you <u>feel</u>.

1. educated___:___:___:___:___:___:___uneducated

2. informed___:___:___:___:___:___:___uninformed

3. comfortable___:___:___:___:___:___:___uncomfortable

4. like guest___:___:___:___:___:___:___unlike guest

5. not guilty___:___:___:___:___:___:___guilty

6. let down___:___:___:___:___:___:___hopeful

7. sympathetic___:___:___:___:___:___:___unsympathetic

37. As you know, there are a lot of different guests on "The Way People Live." Considering the programs you have seen . . did you get the feeling that the person being interviewed was telling the truth . . all the time, most of the time, some of the time, or never.

_____All of the time _____Some of the time
_____Most of the time _____Never

38. If you could choose, what kind of person would you have on the program? Think for a minute, because your ideas are important to us.

(PROBE) Anything else?

39. Do you think you (or husband) are more successful than most of the guests?

_____Yes _____No _____NR

40. As you know, all of us--just like the guests on the program--have different problems and different methods of dealing with them. Have you ever sought help or advice from professionals in dealing with yours?

_____Yes _____No _____NR

(IF YES), Who?

_____Minister _____Social Worker
_____Family doctor _____Other
_____Psychiatrist

41. In what ways do you feel this program helps you or could help you? Think again for just a minute and remember that no one will know whose answers are on this questionnaire.

42. Now let's talk for a moment about some practical reasons for watching "The Way People Live." Here are some cards with reasons on each one (HAND RESPONDENT GREEN CARDS). Just give me the letter on the card if you think the reason on it applies to you.

(CIRCLE APPROPRIATE LETTERS) Card Set #_____

A B C D E F G H I J K L M N

O P Q

CARDS HANDED TO INTERVIEWEES CONTAINED THE FOLLOWING STATEMENTS:

A. It shows people similar to myself have problems like I have or could have.

B. It helps me be more comfortable in thinking and talking about mental problems or illness.

C. It is the only television show on at that time which I like.

D. It encourages me in dealing with the problems I have sometimes.

E. It has people on whom I am curious about.

F. It helps me relax and take my mind off everything.

G. It provides me with new ways of looking at my own and other people's problems.

H. It has a lot of information about how to overcome or adjust to different kinds of personal problems.

I. It helps me to understand and sympathize with other people.

J. It entertains me to see people confess about their problems.

K. It enables me to learn educational things about mental health.

L. It sets an example for my children.

M. It has a host whom I like.

N. It comes on the air at time convenient for me.

O. It is on a channel that comes in well at my home.

P. It fills a void in the cultural life of the community.

Q. It doesn't interrupt the program with commercials.

43. What do you think are some reasons for <u>not</u> watching the program? Are any of the statements on the cards reasons for <u>not</u> watching? Look again at the cards and give me the letter on it if you think that is a reason for <u>not</u> watching "The Way People Live."

(CIRCLE APPROPRIATE LETTERS)

A B C D E F G H I J K L M N

O P Q

43a. Is there any reason you can think of that was not on the cards?

44. In what ways do you think the producer or the television station might improve "The Way People Live" so that you would watch the program more often?

(PROBE) Anything else?

45. What do you think the television station could do to get you to watch more programs on KLRN? (IF RESPONDENT REPLIES "MAKE PROGRAMS MORE INTERESTING," ETC., ASK: How do you mean?)

(PROBE) Anything else you can think of?

46. If you had the power, what changes would you make in the program?

47. How about the host of the program . . what are your impressions about him?

48. How would you change him if you had the chance?

Just a few more questions now and we'll be through.

49. Do you mind telling me how old you are? Just give me the letter beside the age group on the card. (HAND RESPONDENT WHITE CARD #1)

(CIRCLE)

A B C D E F G H I J K L

(IF REFUSAL, ESTIMATE _____)

THE CARD CONTAINED THE FOLLOWING AGE CATEGORIES:

A.	Under 20	E.	35-39	I.	55-59
B.	20-24	F.	40-44	J.	60-64
C.	25-29	G.	45-49	K.	65-69
D.	30-34	H.	50-54	L.	Over 70

50. How would you classify your formal education. (HAND RESPONDENT WHITE CARD #2). Just give me the letter beside the right category on the card.

A B C D E F

THE CARD CONTAINED THE FOLLOWING EDUCATION CATEGORIES:

A. Grade school
B. Less than high school
C. High school only
D. Some college
E. B.A. degree
F. Graduate work

51. How many organizations do you belong to--that is, groups like the PTA, clubs, veterans' organizations, church groups, and the like?

1 2 3 4 5 6 7 8 9 10

52. Composition of household: ASCERTAIN AND DESCRIBE ALL THE MEMBERS OF THE HOUSEHOLD AND THEIR RELATIONSHIP TO EACH OTHER--E.G., "HUSBAND, WIFE AND THREE CHILDREN," "TWO SINGLE GIRLS SHARING AN APARTMENT," "A YOUNG COUPLE, STILL IN COLLEGE, LIVING WITH HIS PARENTS," ETC. (You might ask: How many people live here, counting yourself, and how are you related?)

53. WHICH ONE DID YOU INTERVIEW?

Respondent is head (or wife of head) of household and lives with:

_____1. Spouse and dependent children
_____2. Spouse only
_____3. Children only
_____4. Neither--shares with relative
_____5. Neither--shares with non-relative
_____6. Lives alone

Respondent is not head of household, and lives with:

_____7. Parents, in-laws
_____8. Adult children
_____9. With relatives
____10. NA

54. Are you now married, single, widowed, divorced, or separated?

_____Married _____Widowed _____Separated
_____Single _____Divorced

ASK UNLESS OBVIOUS, BUT CODE IN EVERY CASE:

55. What do you usually do--work full time, work part time (keep house, go to school), or something else?

_____Work full time ____Keep house only
_____Work part time only ____Go to school only
_____Work part time and keep house ____Retired
_____Work part time and go to school ____Other ____NA

56. What is your job, your occupation? (BOTH INDUSTRY AND FULL JOB DESCRIPTION)

57. Do you rent this (house, apartment), or do you own it?

_____Own house _____Own apartment _____Other
_____Rent house _____Rent apartment

Now just three more questions for classification purposes.

58. Which of these general groups did your total (family) income fall in last year--before taxes, that is. (HAND RESPONDENT WHITE CARD #3) Just give me the letter beside the correct category.

(CIRCLE LETTER)

A B C D E F G (IF REFUSAL, ESTIMATE $_____)

THE CARD CONTAINED THE FOLLOWING INCOME CATEGORIES:

A. Under $1500
B. 1500 - 3000
C. 3000 - 5000
D. 5000 - 7000
E. 7000 - 10,000
F. 10,000 - 15,000
G. Over 15,000

59. Generally speaking, what is your political preference?

_____Democrat
_____Republican
_____Independent
_____Other
_____NA

60. Whether or not you attend church regularly, what is your religious preference?

___Baptist ___Episcopal ___Lutheran ___Jewish
___Catholic ___Methodist ___Church of Christ ___None

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

-END OF INTERVIEW-

"Thank you very much"

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Time ended_____

INSTRUCTIONS TO INTERVIEWER
(To be completed after interview)

61. Interviewer's name:

62. Race of respondent:

_____Negro
_____White
_____Mexican-American
_____Other

63. Sex of respondent:

_____Male
_____Female

64. In general, what was the respondent's attitude toward the interview?

_____Friendly and eager
_____Cooperative, but not particularly eager
_____Indifferent, bored
_____Hostile

65. Would you consider the respondent's answers "honest" and trustworthy?

_____Completely honest and trustworthy
_____Somewhat honest and trustworthy
_____Not especially
_____Dishonest and not at all trustworthy

66. How well do you feel that you communicated with the respondent? That is, how well do you feel that you understood each other?

_____Very well
_____About average
_____Not very well

A P P E N D I X B

Phase II.A. Questionnaire

Respondent's name	
Case number	PUT ON ANSWER SHEET
Date	

Hello, (NAME OF RESPONDENT), this is (INTERVIEWER) at the Center for Communication Research at The University of Texas. I'm calling to follow-up on the interview you had a while back with one of our staff about the television program, "The Way People Live." Can you talk with me for just a minute? (IF RESPONDENT SAYS HE CANNOT TALK NOW, FIND OUT WHEN TO CALL BACK.)

1. Have you watched the program since we talked to you last?

   (IF A SIMPLE "YES," ASK: How many times?)

You may have had some ideas about the program since the interview, so I would like to ask you a couple of the questions again.

2. Of the programs you have seen recently, which ones did you like the best?

3. Do you think the ideas on that program were the kind a person could put into practice?

4. To whom do you think the guest was trying to get his point across?

5. On the programs you have seen recently, what do you think was the most interesting problem discussed?

6. If you could choose, what kind of person would <u>you</u> have on the program?

7. In what ways do you feel this program helps or could help you?

8. In what ways do you think the producer or the television station might improve "The Way People Live" so that you would watch the program more often?

9. If you had the power, what changes would you make in the program?

10. How about the host of the program . . what are your impressions about him?

11. How would you change him if you had the chance?

12. What are the reasons for your watching the last few programs?

13. Have there been any programs or guests recently that you did <u>not</u> like?

(IF "YES," ASK: Why?)

14. Have you noticed any changes in the show?

(IF "YES," ASK: Which ones?)

(IF "NO," OR NOT MENTIONED ABOVE, ASK: How about the new set?)

15. Will you continue to watch "The Way People Live"?

One last question now, (NAME OF RESPONDENT).

16. Would you recommend "The Way People Live" to someone else as a program to watch?

(IF "YES," ASK: Why?)

(IF "NO," ASK: Why not?)

Thank you very much for talking to us again. Your ideas have been a big help.

Good-by.

A P P E N D I X C

Phase II.B. Questionnaire

Respondent's Name	
Case Number	PUT ON ANSWER SHEET
Date	

Hello, (NAME OF RESPONDENT), this is (INTERVIEWER) from the Center for Communication Research at The University of Texas. We are conducting research about the television program, "The Way People Live," and would like to get your ideas as a viewer of the show. Can you talk with me for just a minute? (IF RESPONDENT SAYS HE CANNOT TALK NOW, FIND OUT WHEN TO CALL BACK.)

1. Do you watch "The Way People Live" regularly, occasionally, or seldom?

2. (IF ANYTHING OTHER THAN "REGULARLY"), Why don't you watch more often?

3. The first time you watched "The Way People Live" . . did you tune in by accident, did someone tell you about the program, or did you see an advertisement?

4. Let's talk for a moment about recent programs on "The Way People Live." Of the programs you have seen recently, which ones did you like the best?

5. Do you think the ideas on that program were the kind a person could put into practice?

6. How did you feel in relation to the guest on that program . . better off, worse off, or about the same?

7. To whom do you think the guest was trying to get his point across?

8. On the programs you have seen recently, what do you think was the most interesting problem discussed?

9. Do you feel that many persons you know are personally concerned about the problem discussed on that program?

10. Are members of your family, or close friends, having problems in that area?

11. Have you ever or are you now?

12. What would you say are your main reasons for watching the program?

Anything else?

13. If you could choose, what kind of person would <u>you</u> have on the program?

14. In what ways do you feel this program helps you or could help you?

15. In what ways do you think the producer or the television station might improve "The Way People Live" so that you would watch the program more often?

16. If you had the power, what changes would you make in the program?

17. How about the host of the program . . what are your impressions about him?

18. How would you change him if you had the chance?

Now just three more questions for classification purposes.

19. Could you tell me your approximate age? Are you between 40 and 50, 50 and 60, etc.?

20. How would you classify your formal education? Do you have more than a high school diploma? More than a college degree?

21. Could you tell me your approximate family income for last year--before taxes, that is? Was it under $10,000, between 10 and 15 thousand, or over 15 thousand?

Thank you very much for talking to me. Your ideas will be a big help.

Good-by.

SOURCES CONSULTED

SOURCES CONSULTED

Ball, Samuel, and Bogatz, Gerry Ann. The First Year of Sesame Street: An Evaluation. Princeton: Educational Testing Service, 1970.

Carnegie Commission on Educational Television. Public Television: A Program for Action. New York: Bantam Books, 1967.

Evans, Richard I. "A Psychological Investigation of a Group of Demographic, Personality, and Behavioral Variables as They Relate to Viewing Educational Television." Journal of Applied Psychology, XLV, 1 (1961), 25-9.

Evans, Richard I. "Social Psychology on Television: Experimental Programming." The American Psychologist, XII (August, 1957), 531-2.

Johnson, Nicholas. How to Talk Back to Your Television Set. Boston: Little, Brown and Company, 1970.

Kercher, Leonard C. "Social Problems on the Air: An Audience Study." Public Opinion Quarterly, II (Fall, 1947), 403-11.

McKinney, Fred, and Hillix, W. A. "A Personal Adjustment Television Program." The American Psychologist, II (December, 1956), 672-9.

Pearlin, Leonard I. "Social and Personal Stress and Escape Television Viewing." Public Opinion Quarterly, XXIII (Summer, 1959), 255-9.

Robinson, John P., and Shaver, Phillip R. Measures of Social Psychological Attitudes. Appendix B to Measures of Political Attitudes. Ann Arbor: Survey Research Center, University of Michigan Institute for Social Research, August, 1969.

Schramm, Wilbur, ed. The People Look at Educational Television. Stanford: Stanford University Press, 1961.

Siepmann, Charles A. Radio, Television and Society. New York: Oxford University Press, 1950.

Skornia, Harry J., and Kitson, Jack William, eds. Problems and Controversies in Television and Radio. Palo Alto: Pacific Books, 1968.

Steiner, Lee R. "The Use of Radio as a Medium for Mental Health Education." The International Journal of Group Psychotherapy, IV (April, 1954) 204-9.

Westley, Bruce H. Attitudes Toward Educational Television. Research Bulletin No. 10. Madison: University of Wisconson Television Laboratory, 1958.

Wilson, Elmo C. "The Effectiveness of Documentary Broadcasts." Public Opinion Quarterly, XII (Spring, 1948), 19-29.